

*The
Inland
Printer
November 1916*



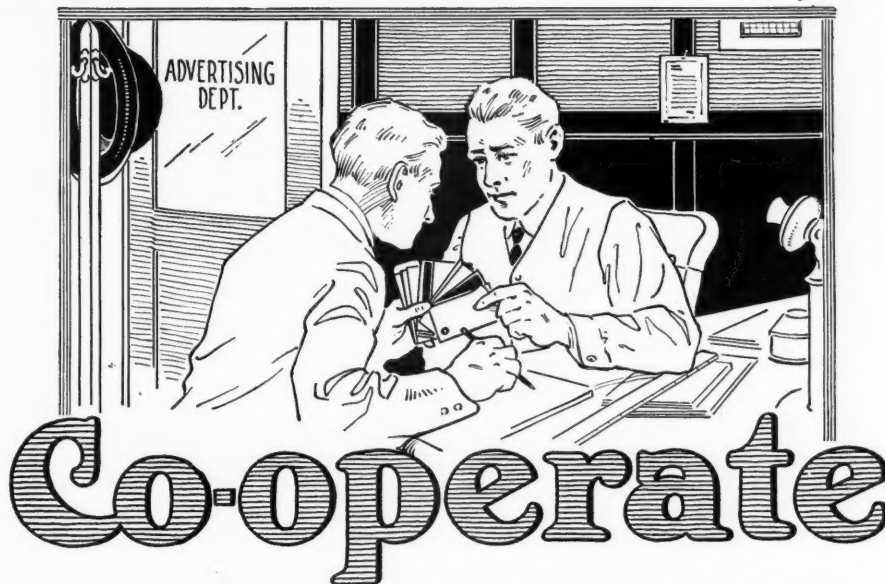
**In times of war prepare for peace.
Those manufacturers whose resources,
Physical and scientific, enable them
To supply the trade in this emergency
With satisfactory goods;
And who by experience and judgment
Use their resources so that
The abnormally high cost of materials
Shall reflect the least possible
Hardship upon the consumers,
Are the same concerns who
Can supply you to best advantage
At all times.**



Sigmund Ullman Co.

New York Chicago Cleveland

Two Heads are better than One



Co-operate

An ad-man who plans his sales literature independent of his printer stands in his own light. The printer and the advertiser are allies, and the closer they get together up in that front office where the sales campaigns originate, the better for both.

When their problems need the advice of a paper expert they should not jeopardize each other's interests by calling in any one but the best informed—he should be a paper man who is big enough to say no when a thing can not be done. He should be a man who knows paper and how it acts under different conditions—and why. Such a man will be on the job when you make inquiry of J. W. Butler Paper Company. That's why it means so much to say "Butler advises it."

During the past few months we have received an increased number of inquiries about Cardboards and Bristols, which denotes a growing demand for Advertising Folders, Mailing Cards, Street Car and Outdoor signs, and the multitude of other advertising forms in which such stocks are used. Those who have experienced "Butler Service" on their Cardboard and Bristol wants are satisfied that they are procuring their requirements from a positively reliable source. Our lines show that we understand the uses and abuses of this character of stock.

Let us advise with YOU

Distributors of "Butler Brands"

Standard Paper Co.	Milwaukee, Wis.	Sierra Paper Co.	Los Angeles, Cal.
Missouri-Interstate Paper Co.	Kansas City, Mo.	Central Michigan Paper Co.	Grand Rapids, Mich.
Mississippi Valley Paper Co.	St. Louis, Mo.	Mutual Paper Co.	Seattle, Wash.
Southwestern Paper Co.	Dallas, Texas	Commercial Paper and Card Co.	New York City
Southwestern Paper Co.	Houston, Texas	American Type Founders Co.	Spokane, Wash.
Pacific Coast Paper Co.	San Francisco, Cal.	National Paper & Type Co. (Export only)	New York City
		National Paper & Type Co.	Havana, Cuba
		National Paper & Type Co.	City of Mexico, Mexico
		National Paper & Type Co.	Monterrey, Mexico
		National Paper & Type Co.	Guadalajara, Mexico
		National Paper & Type Co.	Buenos Aires, Argentine Republic



ESTABLISHED
1844

J. W. Butler Paper Company Chicago

Irrespective of Its Quality Monotype Composition is the most Economical to use

Mr. Lewis J. Hewitt, President of the Atlantic Printing Company, Boston, Mass., who discarded slug machines for Monotypes, writes as follows:

The experience of the Atlantic Printing Company with their Monotypes and Monotype composition should prove interesting to the printer who is apt to associate the high-quality work of the Monotype with high costs

“Our work consists of miscellaneous trade publications, weekly and monthly, such as *The Boot and Shoe Recorder*, *Shoe Manufacturer*, *The Capitalist*, *The Orchestra Monthly*, *Eastern and Western Review*, and about twenty others.

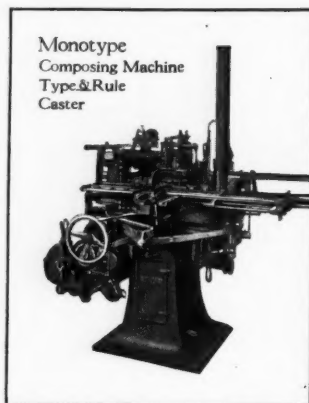
About two years ago we installed one of your Type & Rule Casters and the Non-Distribution System. We found the results so gratifying—

a saving of approximately \$100 a week—

that we were ready to ‘listen’ when your representative told us about the Monotype Composing Machine. We now have five Casting Machines and five Keyboards and the result from Monotypes on the straight composition of our trade papers is just as gratifying as were the results on Non-Distribution.

With the Monotypes, our trade papers are far superior typographically; our costs are reduced; our type, lead, and rule bills have vanished; our hand compositors are much more efficient; we get greater production from our press room because of the saving in make-ready; and in fact, our composing room cost has decreased more than 20 per cent., due to the use of the Monotypes.

In a word, we replaced slug machines with Monotypes because we found from experience that with Monotypes we get greater value and better quality for each dollar spent.”



The Monotype Raises Quality and Reduces Costs

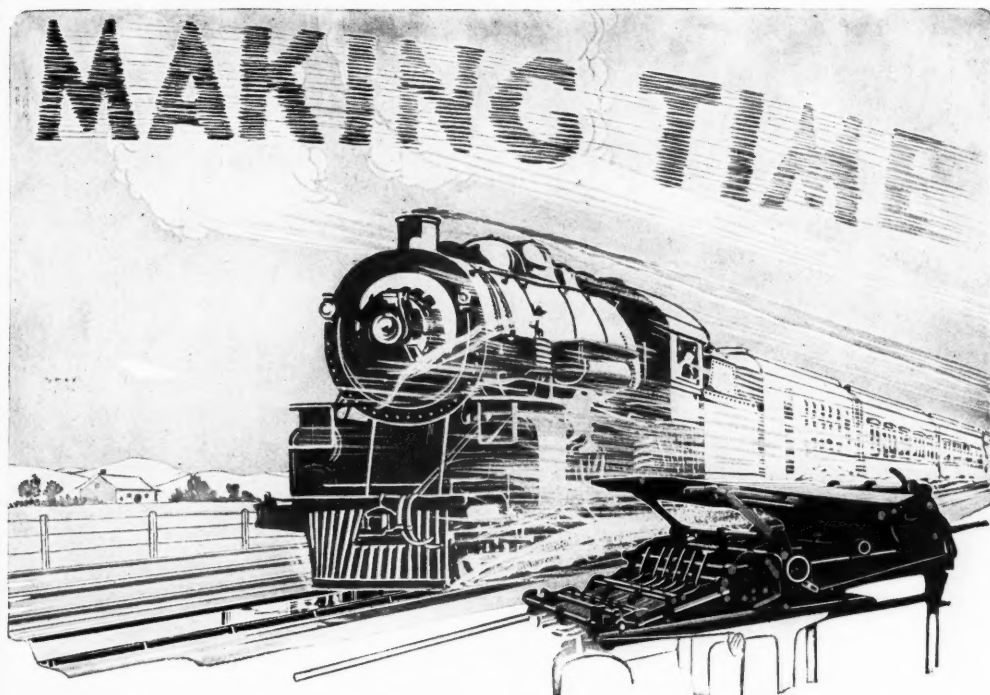
We have a new Monotype Catalog—Send for your copy today

LANSTON MONOTYPE MACHINE CO. • PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building

CHICAGO: Rand-McNally Building
TORONTO: Lumsden Building

A. T. L. NUSSA, Aguiar 110, HAVANA, Agent for Mexico, Central America, and the West Indies



THIS is the day of speed—*sustained speed*. It is not the speed at which a machine can operate for short spurts that counts—it is the speed at which it can *keep* operating.

The surest way to *make time* is to *Keep Moving*. The Twentieth Century Limited maintains its 20-hour schedule between New York and Chicago not by running at top speed, but by *Keeping on the Move*. It even takes on water while running. The man who planned the schedule knew that stops are costly—consume not only hours but effort and power and money.

Why not apply the same logic in operating your cylinder presses?

The total volume of printing in this country is estimated at \$1,150,000,000. 57.6 per cent is for advertising. \$175,000,000 is for direct-by-mail matter.

The increasing use of direct-by-mail advertising means more work for the printer—better work, longer runs, more profit. How are you going to get your share if you don't *Keep Moving*?

Cross Continuous Feeders on your cylinder presses help you to *keep moving*. They work all the time—take no holidays—have no “morning after” lassitude.

Cross Feeders will increase your output from

20 to 30 per cent, because they enable you to run your presses at the *maximum* speed. Their action is *Continuous*. You load the paper without stopping the presses.

And Cross Feeders enable you to do *Better Work*. As they are entirely free from human frailties, they perform *consistently*. *Accuracy* of register is assured—*quality* maintained.

You can easily determine whether your cylinder presses are earning you the profits that they should.

Upon request we will send you analysis blanks upon which you can check *costs* against *sales* for any given period. Comparison will show conclusively whether your hand-fed cylinders are profitable, and will also show whether you

can use Cross Feeders to advantage. If you cannot use Cross Feeders profitably we do not want you to have them.

Unless you are afraid to know the truth about the profit-earning capacity of your pressroom why not write for these analysis blanks today?

Satisfy yourself that the surest and easiest way to keep pace with modern progress and make money in the printing business is to adopt time-saving, drudgery-saving, trouble-saving, volume-building methods.

Just write your name and address on the margin of this page, tear out and mail it to us. We will understand.

CROSS CONTINUOUS FEEDER

DEXTER FOLDER COMPANY

Folding, Feeding, Binding, Inserting, Cutting Machinery

New York

Chicago

Philadelphia

Detroit

Boston

Atlanta

Dallas

San Francisco

Toronto

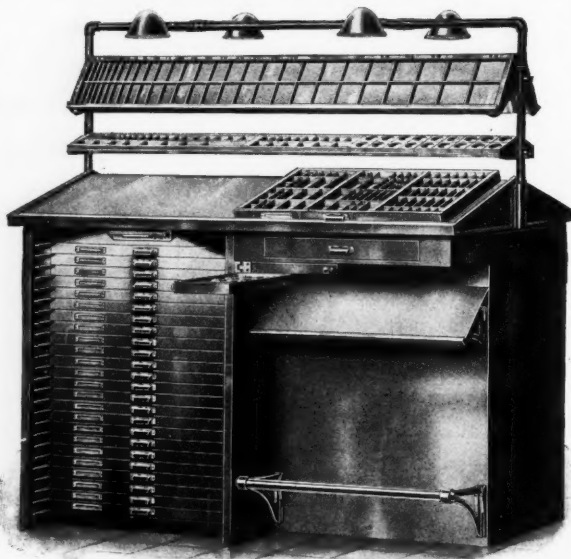
Please Mention THE INLAND PRINTER When Writing to Advertisers.

Motion Study in the Average Composing-Room

will disclose the fact that a very considerable percentage of the compositor's time is spent in walking from one point to another in gathering

the various materials required to produce a job. This is not the compositor's fault. Usually he knows that time is being wasted but doesn't get an opportunity to express his opinions.

The modern way puts all of the materials that are ordinarily used right where the compositor can reach them without moving from the alley. A modern Cabinet of this nature is illustrated herewith. Study this illustration and you will note that ample provision is made for leads,



(Adman Steel Cabinet No. 549)

slugs, spaces, quads, thin spaces, thin leads, brass rule, in addition to a large supply of type. All of this is accommodated, and still ample, clear working space is left for handling the larger jobs.

There is still another advantage to this Cabinet which will be appreciated by printers with crowded quarters—namely, a saving of about 50% in space over that required by obsolete equipment.

If you would save time and money, put yourselves in touch with our Engineers, who will show you what can be done in your plant at moderate cost. Why not start to-day making the composing-room a paying investment instead of a drag?

The Hamilton Manufacturing Company

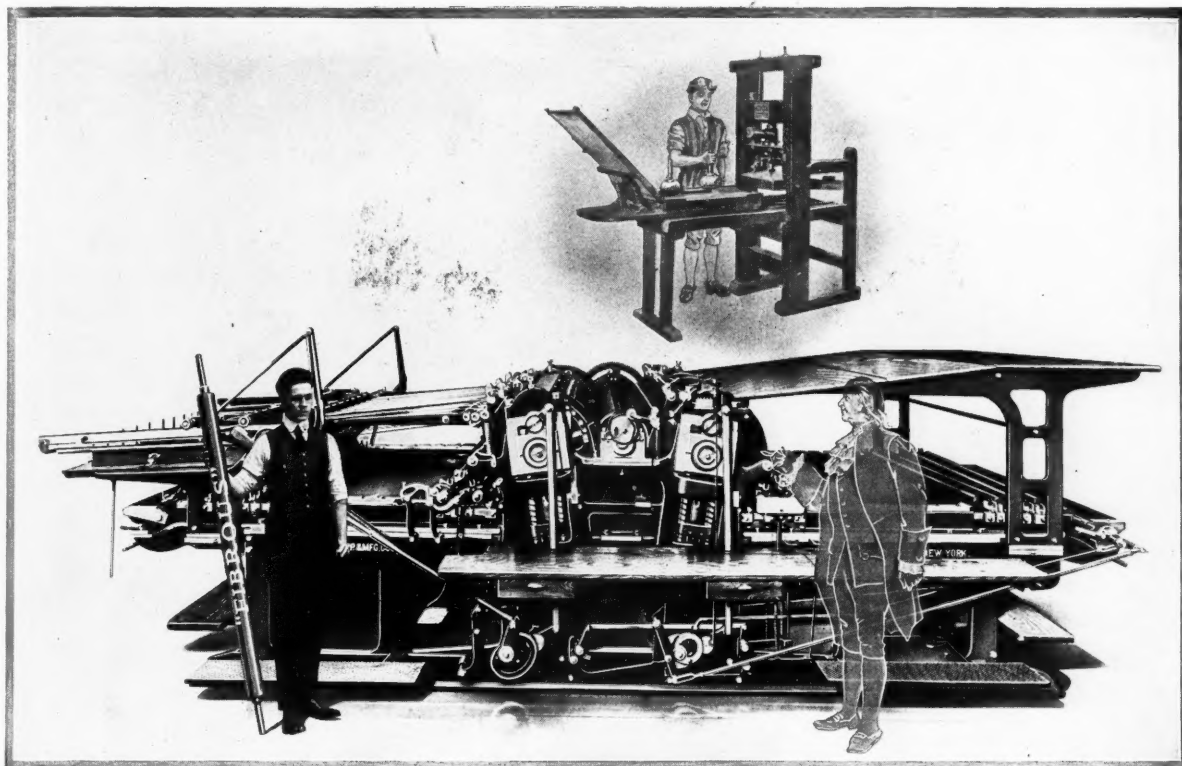
HAMILTON EQUIPMENTS ARE CARRIED IN STOCK
AND SOLD BY ALL PROMINENT TYPEFOUNDERS
AND DEALERS EVERYWHERE

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

The Changes Time Has Wrought!

Linking the present with the past shows changes and improvements vast. The printing press, though first disdained, as the years rolled by, prestige gained. Now, speaking the language of each nation, it is the basis of education.



Step by step in its onward stride "Fibrous" Rollers have kept beside the printing press, and years ago replaced the hand-ball's method slow of inking forms and cleared the way for the fine printing done to-day. In every pressroom there is need of Rollers that will stand high speed of presses, and on a long run produce good work from sun to sun. "Fibrous" Rollers meet each demand and long, hard service they will stand, wearing so well they've proved to be a great pressroom economy.

Order from any of the five addresses below :

Bingham Brothers Company

(Founded 1849)

ROLLER MAKERS

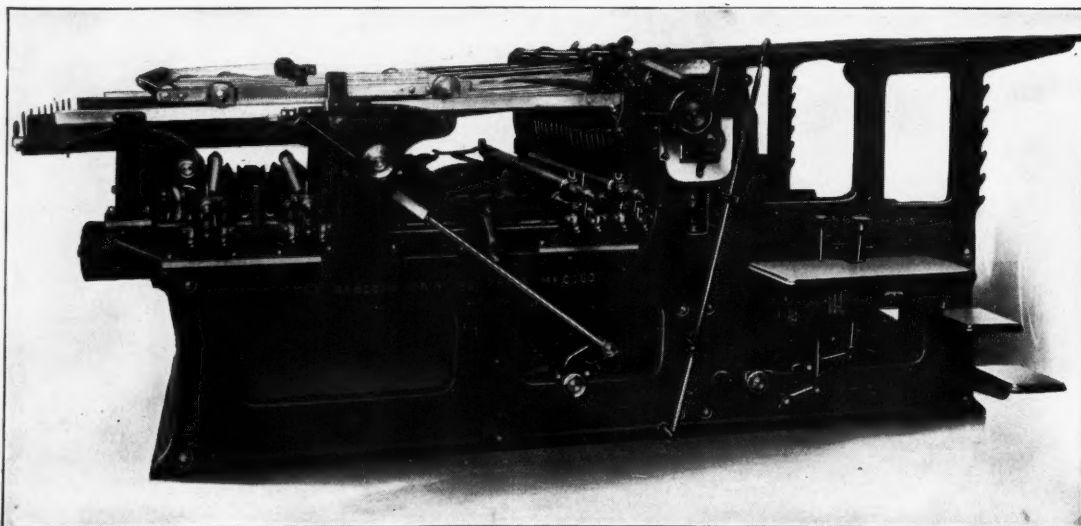
NEW YORK (Main Office) . . . 406 Pearl St.
PHILADELPHIA 521 Cherry St.

ROCHESTER 89 Allen St.
BALTIMORE 131 Colvin St.



Allied with BINGHAM & RUNGE CO., Cleveland, E. 12th Street and Power Ave.

The Babcock "Optimus"



"OPTIMUS" DISTRIBUTION

By a half turn of a single lever, every roller is thrown into or out of action. Any roller can be thrown into or out of action independently of the others.

Every printer should think just what this means to him. It is no longer necessary to go from roller to roller, throwing out each one separately—sixteen operations. Instead, except on the pony sizes, a half turn of a lever and every roller goes out of action.

Any single roller can be thrown out by a half turn of an individual lever, conveniently located under each roller socket.

Any of these operations can be performed with the press running, without danger to the operator or danger of the roller jumping out of its socket.

Estimate the time saved and remember that this is only one of the many time and labor saving features that are built into

THE BABCOCK "OPTIMUS"

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT

The Babcock Printing Press Manufacturing Company

NEW LONDON, CONN.

38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle

Miller & Richard, General Agents for Canada—Toronto, Ontario; Winnipeg, Manitoba

F. H. Boynton, Sales Agent, 86 Third Street, San Francisco, Cal.

John Haddon & Co., Agents, London, E. C.

THE LINDBLADH

A Revolution in Ruling Machines

THIS machine introduces into paper ruling the absolutely correct principle of direct pen control, whereby any number of separate and distinct forms, from 1 to 10, involving any number or combination of pens, are ruled entirely in one operation each way.

Patterns comprising various forms, either in cross-ruling or down-lining, which might have to be put through the present-day machines two, three, four, or more times, pass through THE LINDBLADH once each way for completion.

CONSTRUCTED ON UNIT SYSTEM

The machine is constructed essentially and fundamentally on a unit system, and may, therefore, be had in any capacity desired, viz., one, three, five, seven, or ten cam-wheel machine, in combination with one, two, or three pen-beams.

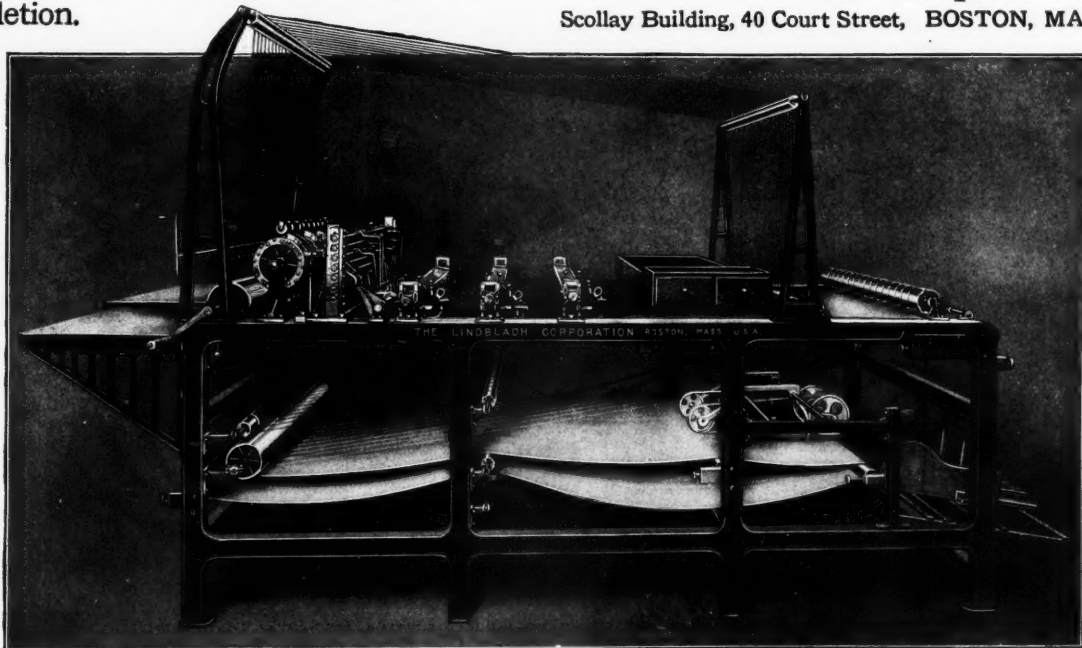
DURABLE CONSTRUCTION

Every LINDBLADH embodies a quality of material (metal throughout), workmanship and skill that can be depended upon to meet the most exacting requirements of accuracy, speed and durability.

SEND FOR DETAILS The many good points of THE LINDBLADH can not be covered in this brief announcement. A circular fully describing and illustrating the machine in detail will be sent to those interested. Write for yours to-day. The information it conveys will surprise you.

The Lindbladh Corporation

Scolloy Building, 40 Court Street, BOSTON, MASS.



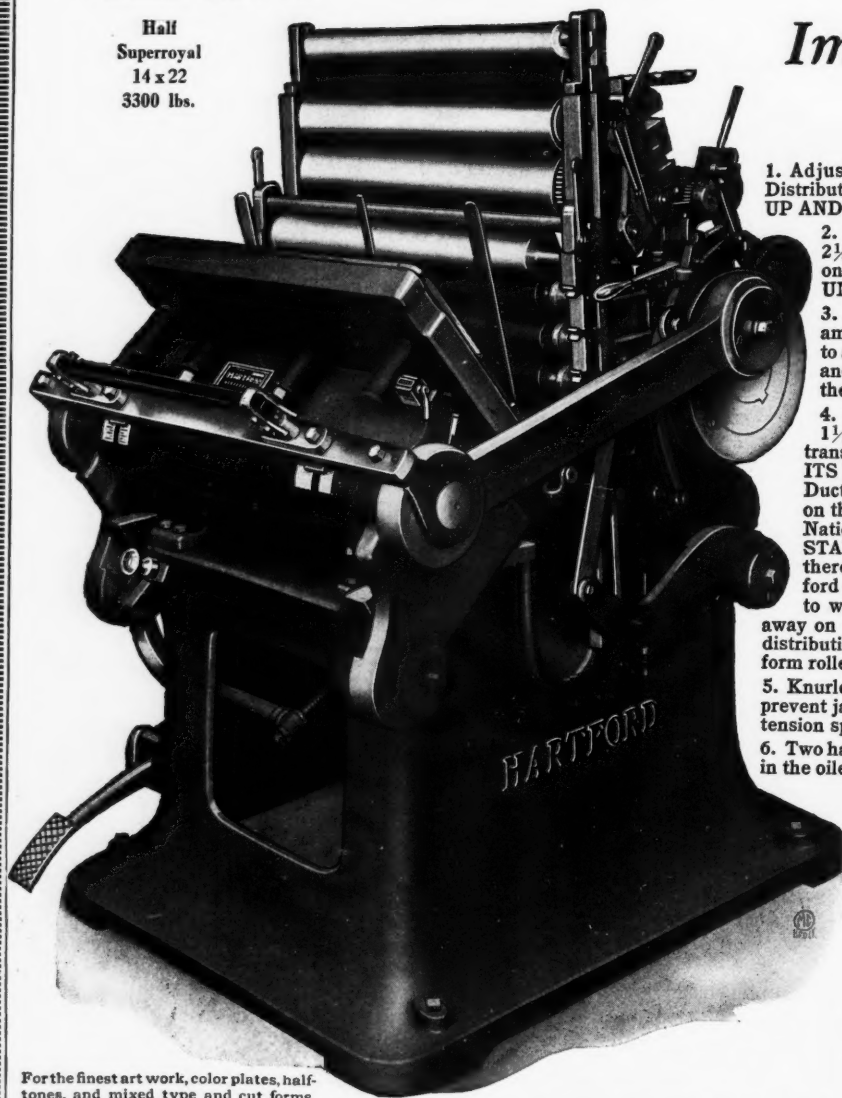
VIEW SHOWING THE 10-UNIT MACHINE, capable of ruling, with absolute accuracy, ten separate and distinct forms in one operation each way.

The average increase of production, including all forms from simple to complex, over the present method of ruling, is 100 per cent, with a corresponding improvement in accuracy and general character of the ruling

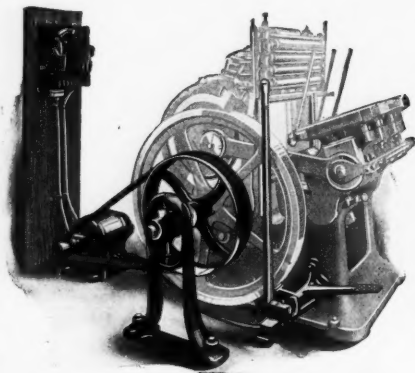
WORLD'S GREATEST

The Hartford

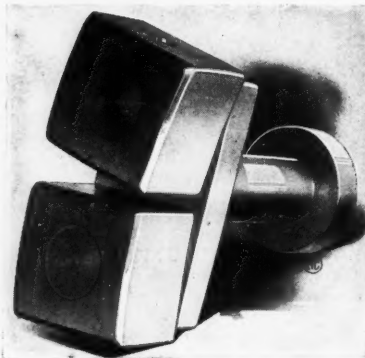
Half
Superroyal
14 x 22
3300 lbs.



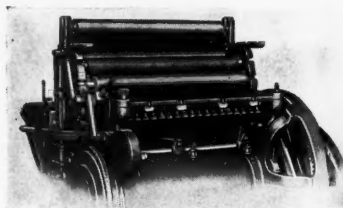
For the finest art work, color plates, half-tones, and mixed type and cut forms.



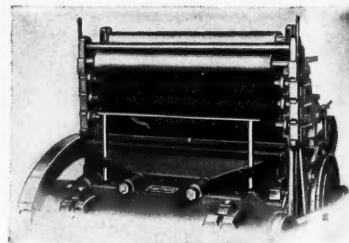
Motor Drive—Operated by Brake Lever



Sliding Cam Blocks



Rear View of Distributors and Fountain



Automatic Platen Guard—Built in

Improvements to the Hartford

1. Adjustments for regulating the pressure of all Distributors and Vibrators, to PREVENT HEATING UP AND MELTING ROLLERS.
2. Three-quarter length Vibrators or Changers, $2\frac{1}{4}$ " in diameter (3 on the HARTFORD and 2 on the NATIONAL), operated with very heavy UNBREAKABLE steel crescent.
3. Full length Steel Rider Roller, $2\frac{3}{8}$ " diameter, on the top Form Roller, more than equal to a fourth Form Roller, serving as a Distributor and also as an Auxiliary Fountain Supply on the HARTFORD.
4. Ductor Roller making a fifth of a turn (about $1\frac{1}{8}$ " in contact with the Fountain Roller, and transferring to the Carrier Roller* a band of ink ITS FULL LENGTH and up to $1\frac{1}{8}$ " wide. The Ductor Roller is timed so as to deliver the ink, on the Hartford, to the Carrier Roller, and on the National to the large cylinder, AT THE INSTANT THE CARRIAGE STARTS DOWN, thereby allowing the rollers, eleven on the Hartford and eight on the National, and the cylinders to work up the ink all the time the carriage is away on its downward trip. This insures thorough distribution of the ink before it is taken up by the form rollers on their return to the ink cylinders.
5. Knurled headed fountain screws, shouldered to prevent jamming the ink blade and held where set by tension spring.
6. Two hardened steel Cam Blocks or "Shoes" sliding in the oiled cam-way of the large Gear Wheel, superseding the "crank action" method and also the old style Cam Friction Rollers, and preventing the wear that causes looseness of the Roller Carriage. ONE OF THE MOST SUCCESSFUL AND IMPORTANT IM-

* Not on the NATIONAL.

Designed and Manufactured by NATIONAL MACHINE COMPANY
FOR SALE BY TYPE FOUNDRIES AND

EATEST PLATENS

's the Had Only On
for and National

The NATIONAL

WEIGHT	SIZE
1900 . .	10 x 15
2950 . .	13 x 19
3150 . .	14 x 22

PROVEMENTS EVER PUT UPON A PLATEN PRESS.

7. Safety (hand) Chase Latch with positive lock, easily operated and preventing accidents from forms dropping out.

8. Reset nickel plated Counter registering only actual impressions, with adjustable lever mounted on bridge, operated by pin set in draw-bar.

9. Two steel inserts to reinforce large Gear at points of greatest strain.

10. Platen with ends depressed to prevent overhanging sheets from being forced against carriage-ways and spoiled.

11. Safety floor stand,* with ring-oiled box and no projecting nut or bolt heads, designed to harmonize with press.

12. Adjuster Bar Handle enameled to prevent rusting.

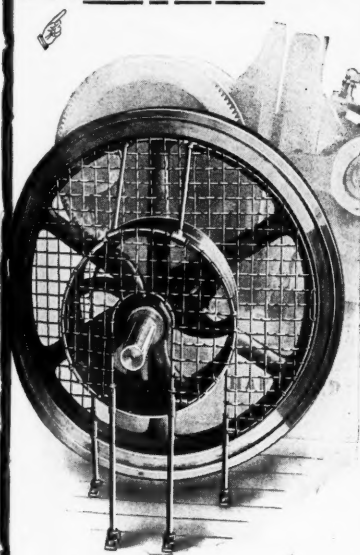
13. Automatic Platen Guard, built in, (\$20.00 extra). Extends with positive motion and recedes almost by gravity. Minimum of mechanism and maximum of efficiency.

14. Stationary Fly-Wheel and Pulley Guard (\$15 extra), substantial iron frame, heavy wire mesh fitted to cover spokes of Fly-Wheel and Pulley. Well braced and securely fastened to floor.

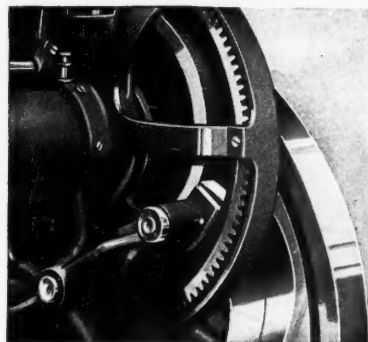
THE HARTFORD AND NATIONAL PRESSES ARE HIGHLY PERFECTED, have been tried out in some of the most exacting plants, and strongly endorsed by printers whose opinions are unquestioned.

GUARANTEE: Every machine we build is fully guaranteed as represented in our Catalogue, and must be satisfactory to the customer; otherwise it is returnable, the same as the product of other responsible manufacturers.

Construction, Material, Equipment, Durability and Earning Facilities considered, our presses are priced to the printer on a sound investment basis—therefore, depreciation is reduced to a minimum. **INVEST IN THE BEST.**

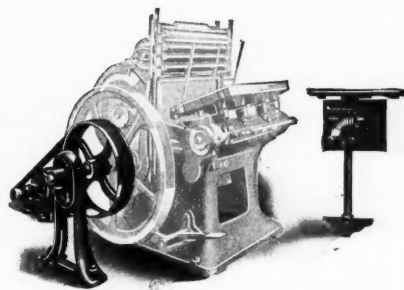


Fly-Wheel and Pulley Guard



Showing the Cam Blocks in the Large Gear

For the best grade of commercial printing of all kinds—takes the run of the pressroom



Motor Drive—Manually Operated Regulator

HINE COMPANY, 111-135 Sheldon St., Hartford, Conn., U. S. A.
S AND LEADING DEALERS THROUGHOUT THE WORLD

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

88-90 South 13th Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MILWAUKEE

133-135 Michigan Street

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

609-611 Chestnut Street

CLEVELAND, OHIO

1285 West Second Street

SPRINGFIELD, OHIO

Shuey Factories Building

The Seybold "Dayton" Automatic Cutting Machine



For the past year we have been from two to three months behind orders for the Seybold "Dayton," but we feel that those firms which have been forced to wait will agree in saying that this machine is worth waiting for. Through a concentration on this model and an increase in our plant capacity, we are commencing to catch up with orders for the "Dayton," the machine that shows a positive saving of time, labor and money.

THE SEYBOLD MACHINE COMPANY

Makers of Highest Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Box Makers, Paper Houses, Textile Manufacturers, Sample Card Houses, etc.

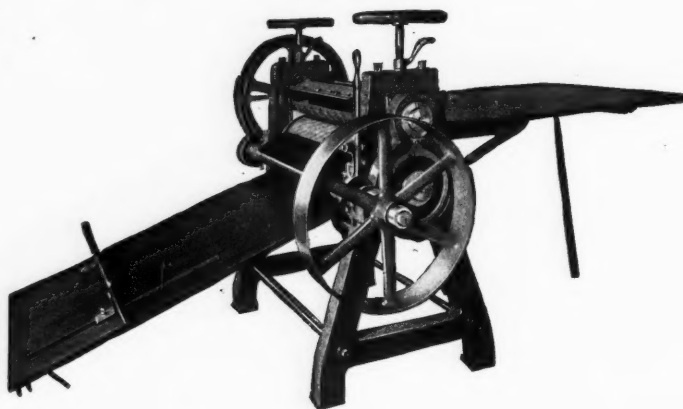
Main Office and Factory, DAYTON, OHIO, U. S. A.

NEW YORK.....	151-163 W. 26TH STREET	SAN FRANCISCO, CAL.....	THE NORMAN F. HALL CO.
CHICAGO.....	112-114 W. HARRISON STREET	TORONTO, ONTARIO.....	THE J. L. MORRISON CO.
ATLANTA, GEORGIA.....	J. H. SCHROETER & BRO.	WINNIPEG, MANITOBA.....	TORONTO TYPE FOUNDRY CO., LTD.
DALLAS, TEXAS.....	BARNHART BROS. & SPINDLER	LONDON, ENGLAND.....	SMYTH-HORNE, LTD.

THE FUCHS & LANG MANUFACTURING CO.

Roller Embossing Machines

(Sometimes called STIPPLING, other times PEBBLING machines)



THESE machines are very well known to the trade in general. Those not familiar with them would do well to investigate.

YOUR WORK can be improved in character and appearance at least 100% at very little expense. They will help your sales force to obtain better prices for your products, thereby increasing your profits beyond your expectations.

Machines built in many sizes for either sheet feed or web feed or, if necessary, for both.



*Write for particulars
to-day*

The Fuchs & Lang Manufacturing Co.

119 W. 40th Street
NEW YORK

150 N. Fourth Street
PHILADELPHIA

120 W. Illinois Street
CHICAGO

AMERICAN ASSEMBLING MACHINE COMPANY, Inc.

Announces that it has succeeded to the business of George Juengst & Sons and that it will hereafter conduct the manufacture and sale of

**The Juengst Gatherer The Juengst Stitcher
The Juengst Coverer The Juengst Binder**

in addition to its own

Newspaper Stuffing Machines

This Company is the only concern which is in a position to offer a complete line of machines for assembling signatures, newspaper sections, etc.

This Company controls patents which, among other things, broadly cover the following indispensable features of up-to-date machines in this line:

- On Gatherers:** Automatic Calipering by Gripper Jaws.
Automatic Adjustment of Gripper Jaws by insertion of signature.
- On Stitchers:** Movable devices which stitch signature on the run.
- On Coverers and Binders:** Applying cover to book carried by *continuously moving conveyor* and breaking the cover on the run as distinguished from the old step-by-step machine.
Automatic Trip to prevent glue pot from gluing book when cover is missing.
- On Battery of Machines:** Connecting devices which turn signature from flat to upright position.

Purchasers of machines involving the above features are warned that we have the exclusive rights to *make, use and sell* the same, and that infringers will be vigorously prosecuted.

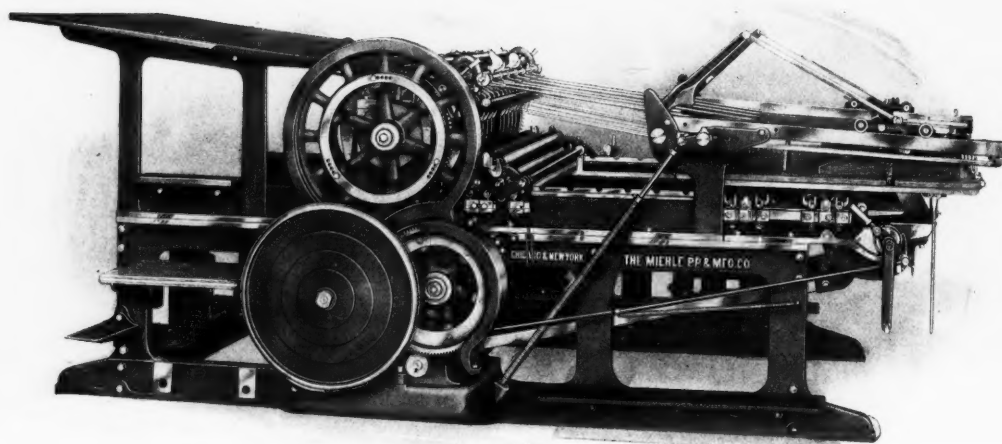
The manufacture of the machines will be conducted, as formerly, at Croton Falls, New York, where extensive improvements are now being made to increase the manufacturing facilities and insure prompt delivery. Mr. Charles A. Juengst remains with us as Consulting Engineer.

American Assembling Machine Company, Inc.

Factory: Croton Falls, N. Y.

New York World Bldg., New York City

The Miehle



Cold Blood

During the month of September, 1916, fifteen Miehle presses were purchased by printers who had never before used Miehles.

Nobody ever bought a cylinder press simply for the pleasure of owning it.

A cylinder press is bought for what it can earn for its owner.

It should be bought in cold blood as a result of the most rigid scrutiny of what it can actually produce for its owner.

Such a scrutiny will always make the wise buyer choose the Miehle, because he can learn exactly what the Miehle has done and is doing under all sorts of operating conditions.

His investigation will show him that the Miehle produces more work and better work and has a longer life than any other cylinder press.

That is why you never heard of a Miehle being scrapped.

Miehle Printing Press & Manufacturing Company

Manufacturers of "THE MIEHLE" and "THE HODGMAN" Two-Revolution Presses

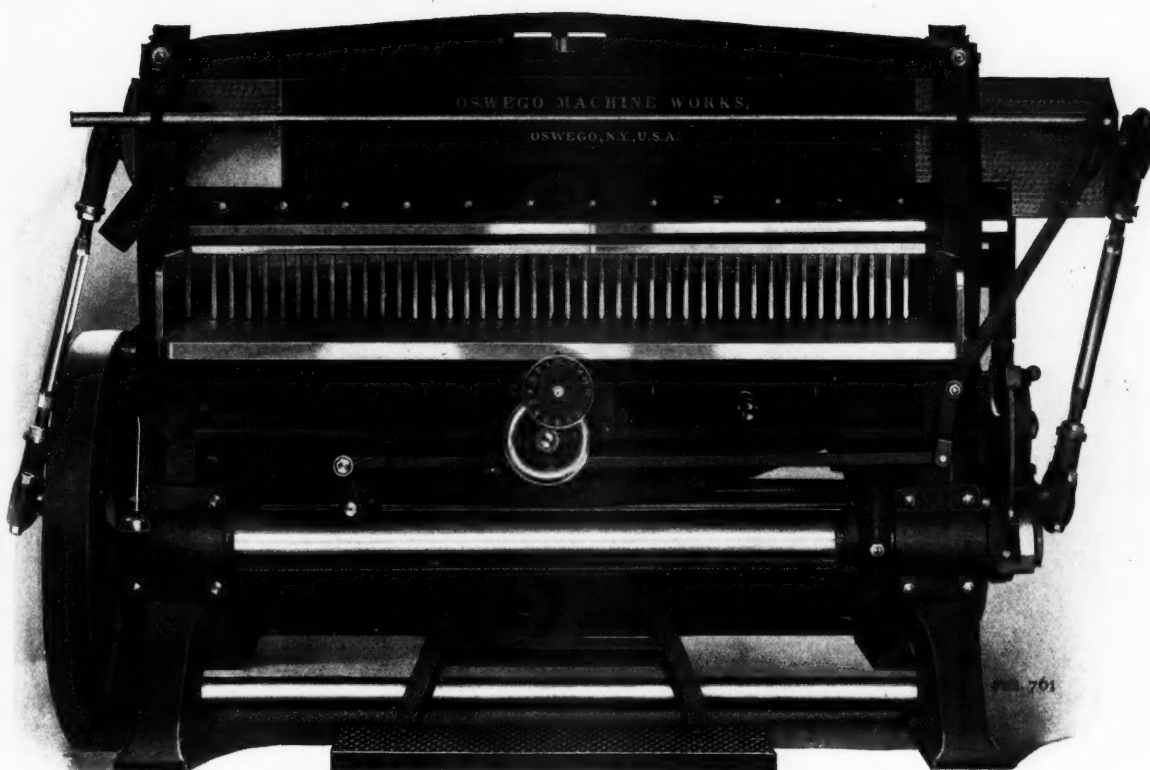
Factories: Chicago, Illinois, and Taunton, Massachusetts

Principal Office: Fourteenth and Robey Streets, Chicago

SALES OFFICES IN THE UNITED STATES

Chicago, Ill.	1218 Monadnock Block	San Francisco, Cal.	401 Williams Building
New York, N. Y.	38 Park Row	Atlanta, Ga.	Dodson Printers Supply Company
Dallas, Texas	411 Juanita Building	Philadelphia, Pa.	Commonwealth Trust Building
Boston, Mass.			176 Federal Street

DISTRIBUTORS FOR CANADA: Toronto Type Foundry Co., Ltd., Toronto, Canada



The Oswego Rapid-Production Cutter provides the quickest and most accurate (and most convenient and safe) method of cutting paper and other similar fabrications.

The owner of an Oswego Cutter values it for its present worth and its long prospective life of highest usefulness.

The firms that own an Oswego Cutter are comfortable because they know that quality and service are the watchwords of the Oswego policy.

The Oswego owner has the satisfaction of knowing that the Oswego Cutter is always of high quality and that the price is based on careful selection of the highest-grade materials and workmanship. He knows that the Oswego Cutter does not depreciate either in value or in its abilities.

OSWEGO MACHINE WORKS

NIEL GRAY Jr., Proprietor

OSWEGO, NEW YORK, U. S. A.

Cutting Machines Exclusively.

Ninety Sizes and Styles. The Oswego and the Brown & Carver, 16-inch to 108-inch. All generally in stock for instant shipment. For Paper, Board, Cloth, Foil, Leather, Celluloid, Rubber, Cork, Etc.

Sent on request: The remarkable list of SOME USERS, embracing the entire globe.

NEW YORK OFFICE: Room 2720, Grand Central Terminal

Please Mention THE INLAND PRINTER When Writing to Advertisers.



Profit THE DIAMOND POWER CUTTER is a PROFITABLE machine because it not only cuts anything in the paper line easily and accurately but it *cuts your cost of production.*

Permanence It is a PERMANENT ASSET because it will continue to *cut paper and cut costs* day after day, year after year.

Pride You will be PROUD of your DIAMOND because it *pays dividends*—increases your output with less labor and less operating expense. Write us or your dealer for prices and descriptive matter. The Diamond is sold and *guaranteed* by typefounders and dealers in all principal cities.



The Challenge Machinery Company

124 South Fifth Avenue
CHICAGO

Grand Haven, Michigan

Tribune Building
NEW YORK CITY

THE SCOTT ROTARY OFFSET PRESS WITH PILE DELIVERY

does away entirely with the handling of freshly printed sheets as the product is placed on a receiving table which is lowered automatically at a speed commensurate with the thickness of stock being used. It can then be lowered on to a truck and wheeled away. The presses are built in many sizes; the smallest machine prints sheets up to 22 x 30 inches, and the largest machine prints sheets up to 45 x 65 inches.

Many Styles of Offset Presses

Our line of offset presses is a most complete one, as we build a two-color offset press, also a magazine offset perfecting printing and folding machine that prints and folds magazines at a high rate of speed. Quick shipment can be made on some sizes. Book your order now.

This Method of Printing

opens up a new field for the progressive printer and we will gladly furnish details about same on request. When shall we hear from you?

Visitors to New York or Chicago

are cordially invited to make our offices their headquarters when in either of these cities. Our representatives are at your service at all times.

WALTER SCOTT & COMPANY

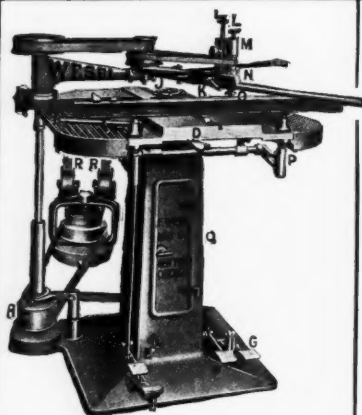
New York Office
1457 BROADWAY

DAVID J. SCOTT, General Manager

Chicago Office
MONADNOCK BLOCK

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: WALTSCOTT, NEW YORK. CODES USED: ABC (5th EDITION) AND OUR OWN



A Wesel Router

**When You Buy Wesel
Machinery and Supplies
You Get**

**Wesel Quality
Wesel Service
Wesel
Guarantee**

Printers, Electrotypers,
Stereotypers and Photo-
Engravers know what

this means. Experience has taught them that quality, service and a good guarantee are worth time and money to them in their business.

THE F. WESEL MANUFACTURING COMPANY for the past thirty-five years has catered to the needs of printers, electrotypers, stereotypers and photo-engravers. Our plant has grown steadily with each calendar year, and our long experience enables us to produce the machines and supplies that are best adapted to the needs of our patrons.

On this page we select four illustrations to show you the high class of workmanship and stability of build.

THE WESEL ROUTER is in universal use.

THE WESEL COMBINATION JIG SAW AND DRILL is one of the handiest machines you can have in your establishment.

THE WESEL SUCCESS STEREOTYPING OUTFIT will enable any printer to duplicate his type form in stereotype plates to any number he may require. It will enable him to cut down the run on the press by multiplying his plates.

THE WESEL ALL-IRON BALL-BEARING MAKE-UP TABLE is compact and easily manageable.

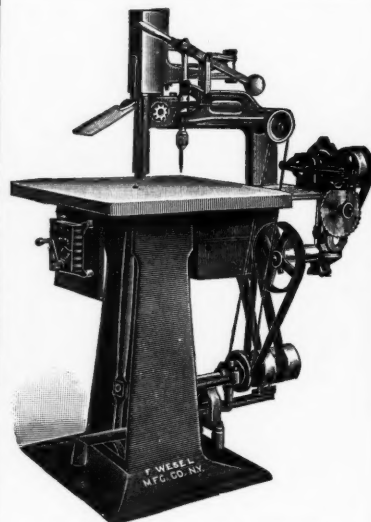
The illustrations we give on this page, of course, are but a few of the hundreds of labor-saving machines we make.

We cordially invite correspondence or a personal visit to our Sales Department, which is under the able management of Mr. Herman Winter, who can give you accurate information as to your needs and the kind of machinery and supplies that would be best adapted to your requirements.

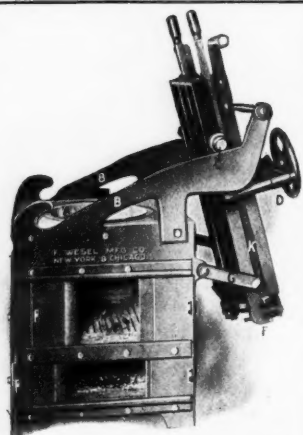
For the better service of our customers, we have recently consolidated our New York Sales Room with our main office and factory in Brooklyn. This will put the Sales Department in direct touch with the factory without any loss of time in service. With the telephone and our automobile organization we can make quicker deliveries locally than formerly, and orders and communications by mail are attended to in the factory on the spot. Kindly address all communications in future to:

F. Wesel Mfg. Co.

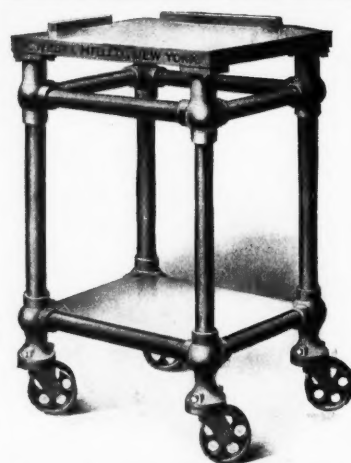
70-80 Cranberry St., Brooklyn, New York



Wesel Combination Jig Saw and Drill



Wesel Success Stereotyping Outfit



All-Iron Ball-Bearing Make-Up Table

The One Big Hit at the New York Show was the **EMBOSO PROCESS**

More Emboso machines were contracted for delivery than were sold in the entire year 1915. This is the machine:



Patented May 7, 1912.

The sooner you install it in your shop the sooner your profits will increase.



EMBOSO SALES COMPANY

RIGGS BUILDING, WASHINGTON, D. C.

BRONZE POWDER

Immediate Delivery

is guaranteed on all orders for BRONZE POWDER. We have searched the markets of the world for this and other commodities that printers and lithographers have been so much in need of.

We have spared neither time nor expense in this search. We are pleased to state that we have succeeded beyond our expectations.

We now have on hand, besides BRONZE POWDER — in any quantity you desire —

**Lithographers' Molleton
Dry Colors
Imitation Gold Leaf
Aluminum Leaf
Blocking Foil**

**Schlag Metal
Pure Gold Leaf
Gold Printing Ink
Silver Printing Ink
Transfer Paper**

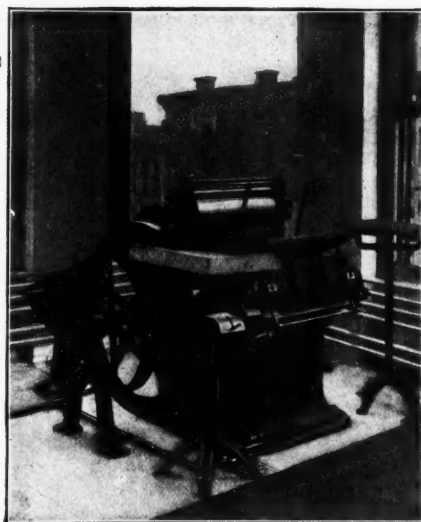
Prices are Right

and the goods are the best obtainable. Tell us what you need and we will be pleased to submit samples and prices.

T. RIESSNER

51 GOLD STREET

NEW YORK CITY



SAFETY FIRST AND BOTH HANDS FREE

Your foot controls the speed. The service switch is inclosed and the fuses locked. You can't get a shock. The motor is up on a pedestal where you won't fall over it.

Write for Bulletin No. G-4



SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

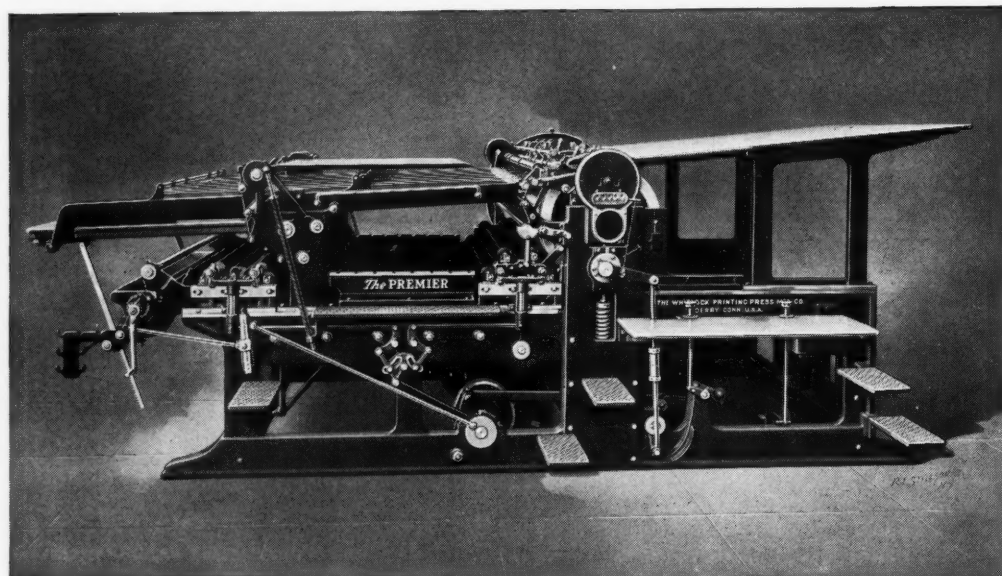
Main Offices: 527-531 West 34th Street, NEW YORK, N.Y.
Branch Offices in Principal Cities

MERIT WILL TELL

The pressroom tickets, with their recurring stories of greater product on *The PREMIER* than is obtained from other Two-Revolution presses; the office reports of its economy on plates, rollers, and in other directions, are incontrovertible evidence of its superiority, and carry conviction to the most skeptical.

Some of the best known printing establishments have recently installed PREMIER presses.

For the greatest product, of the highest quality, at the least cost of production, no other press equals



The PREMIER

It is the Best of All the Two-Revolution Presses

Let us tell you about it!

THE WHITLOCK PRINTING-PRESS MFG. CO.

OF DERBY, CONN.

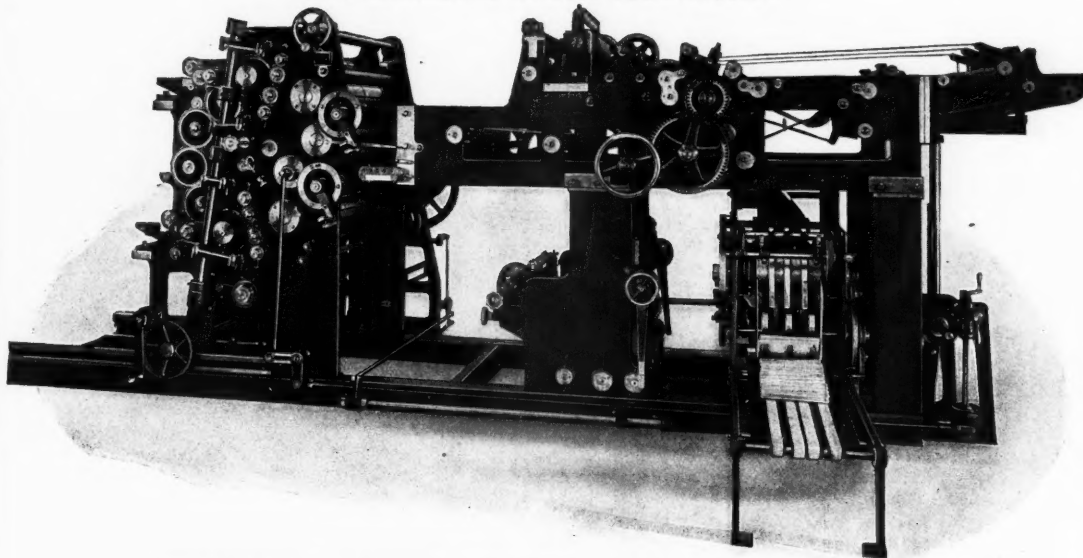
NEW YORK: 1102 Aeolian Building, 33 West 42d Street. CHICAGO: 318 Fisher Building, 343 South Dearborn Street. BOSTON: 510 Weld Building, 176 Federal Street

AGENCIES

Chicago, St. Louis, Cleveland, Cincinnati, Detroit, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Spokane, Portland, Vancouver — AMERICAN TYPE FOUNDERS CO. Atlanta, Ga. — Messrs. J. H. SCHROETER & BRO., 133 Central Ave. Toronto, Ont. — Messrs. MANTON BROS., 105 Elizabeth St., Canada West. Montreal, P. Q. — GEO. M. STEWART, ESQ., 92 McGill St., Canada East. Halifax, N. S. — PRINTERS' SUPPLIES, Ltd., 27 Bedford Row, Maritime Provinces. Melbourne and Sydney, Australia — ALEX. COWAN & SONS, Ltd., Australasia.

Few Words Well Put Surpass Long Stories

WE MANUFACTURE A COMPLETE LINE OF ROTARY PRESSES AND ARE FULLY PREPARED TO MEET YOUR REQUIREMENTS WHETHER STRAIGHT OR SPECIAL.
WE EARNESTLY SOLICIT YOUR INQUIRY



KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 BROADWAY
GIBBS-BROWER COMPANY, Agents

184 SUMMER STREET, BOSTON, MASS.
445 KING STREET WEST, TORONTO, CANADA

910 Fewer Parts in one mechanism alone

*—a typical example of
Intertype Simplicity*

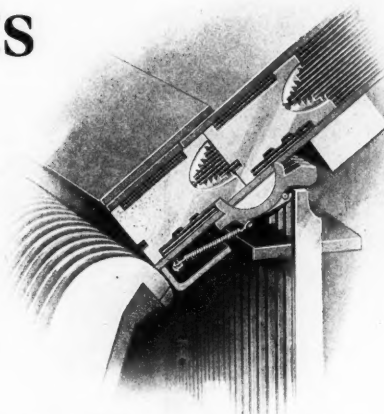
Our designers have simplified many other parts of the machine—and are constantly looking for new worlds to conquer.

Remember that two-part escapement!

INTERTYPE CORPORATION

NEW YORK CHICAGO NEW ORLEANS SAN FRANCISCO
World Building Old Colony Building 539 Carondelet St. 86 Third St.

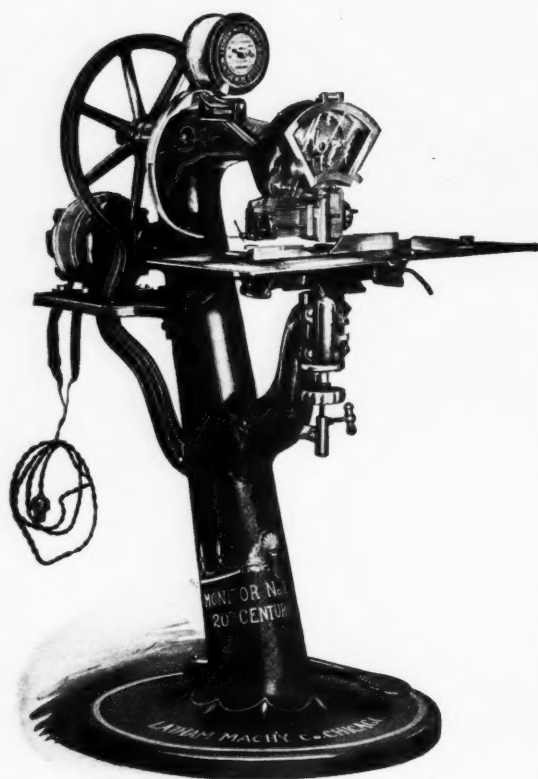
Canadian Agents: MILLER & RICHARD, Toronto and Winnipeg



TWO-PART ESCAPEMENT

ON three-magazine machines we use two escapement parts where other manufacturers require six—a saving of 910 parts. This increases the operator's speed, because he gets an immediate and direct response to his keyboard. It saves time, for there are no complications to cause delays for repairs. It makes for reliability, steady production, confidence that the machine will "make good" in those rush times when seconds are precious.

**All Ye Who
Seek
Profits!**

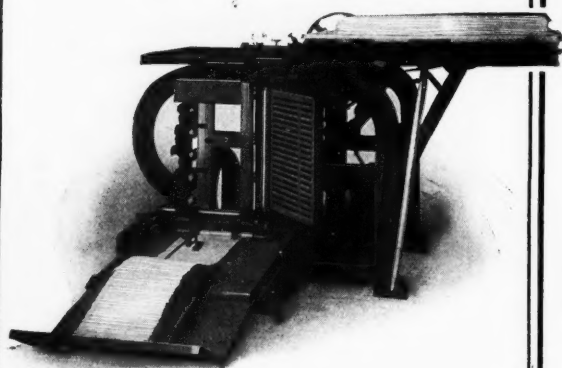


**Know the Monitor
before you pur-
chase a Wire
Stitcher**

LATHAM MACHINERY CO.
NEW YORK CHICAGO BOSTON

CLEVELAND FOLDERS

MODELS B AND C



FOLD 159 FORMS—including every fold that may be folded on any other folder, and a number that can not be folded on any other machine.

RANGE OF SIZES OF SHEET—
greater than may be obtained in any
combination of three folders
of other make.

THE ONLY FOLDER GIVEN AN
**Award of Honor
and Gold Medal**

at the PANAMA PACIFIC EXPOSITION

Endorsed by users everywhere.

No Tapes — No Knives — No Chains

Book of Diagrams of 159 Folds mailed upon request.

THE
CLEVELAND FOLDING
MACHINE CO.
CLEVELAND, OHIO

The Specialist

—the man who has a reputation for being expert in some one line of work—is always in demand.

People will travel miles to consult the doctor who specializes, although a good *general* physician may have an office in the same block with their homes. And not only are the specialist's services in demand (at a premium) by people suffering with the ailment that he knows all about, but brother physicians whose *general* knowledge is lacking in that particular phase, come to him with their problems.

This is just as true of the printer who specializes; people will go out of their way to buy his service (and they won't demand "cut" prices) because they know that he not only has the knowledge but the equipment to do the job satisfactorily in every detail. General printers realize that they can not compete with the well equipped specialty shop and are very glad to "job out" work not in their line.

SPECIALTY PRINTING MEANS REAL PROFITS AND STEADY BUSINESS

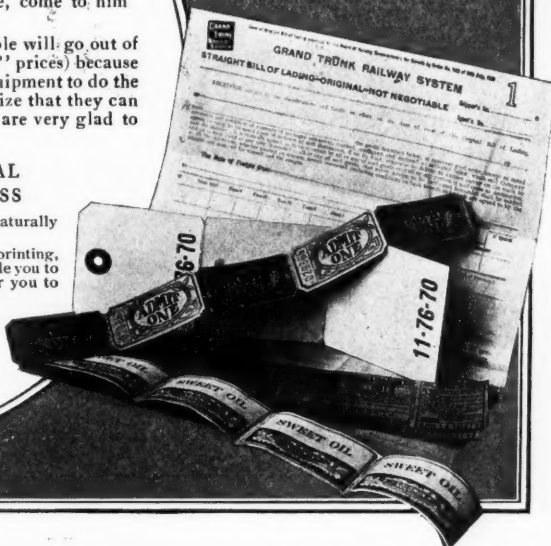
When you have selected *a line to specialize in, you will naturally want the best equipment to produce the work.

We are "Specialists" in building machines for specialty printing, and we can install a press in your plant that will enable you to enter the specialty field, and will make it possible for you to build up a business from which competition is practically eliminated.

* Ask us about some of the lines you can profitably specialize in. You incur no obligations by doing so. Write to-day.

MEISEL PRESS MFG. CO.

946 Dorchester Avenue
Boston, Mass.



U. P. M.—The Trade-Mark of Quality



Ginn and Company

Think of the tremendous indirect influence which Ginn and Company wield in the educational field. For years students of all ages and descriptions have been using text-books published by this nationally known house.

Quality, not quantity—in content and mechanical execution alike—is the slogan of

The Athenaeum Press

Just as in every other department of the plant high quality must be maintained in the pressroom. That is why you will find 49 presses are equipped with

Chapman Electric Neutralizers

Regardless of weather conditions the presses can always be run at high speed, and as there is practically no waste paper there is a resulting increase in production. Let us send you the names of other successful printers and publishers who have absolute confidence in Chapman Neutralizers. Ask for circular No. 58. The U. P. M. Trade-Mark of Quality is also found on our Vacuum Bronzer and Automatic Feeder.

United Printing Machinery Company

116 East 13th St.
New York

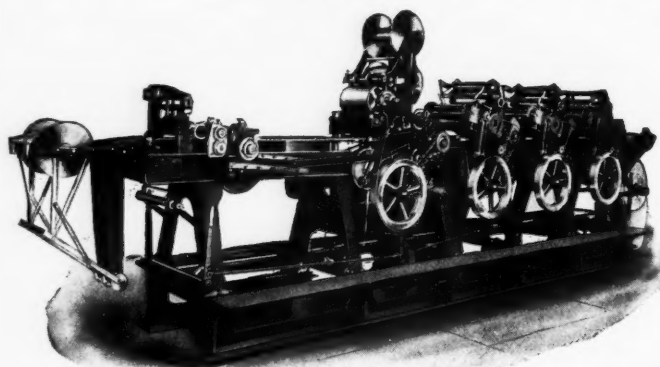
100 Summer St.
BOSTON

325 S. Market St.
Chicago



New Era Multi-Process Press

**This is the Era of Specialists
This is the Press for Specialties**



This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

5,000—8,000 IMPRESSIONS PER HOUR

**Can Be Assembled to Print in ANY
NUMBER of COLORS on ONE or BOTH
SIDES of Stock**

Uses Flat Plates or Type

Automatic Roll Feed

Rigid Impression Easy Make-Ready

Splendid Distribution

**Attachments to Punch, Perforate, Cut to
Size and a Great Variety of
Other Operations**

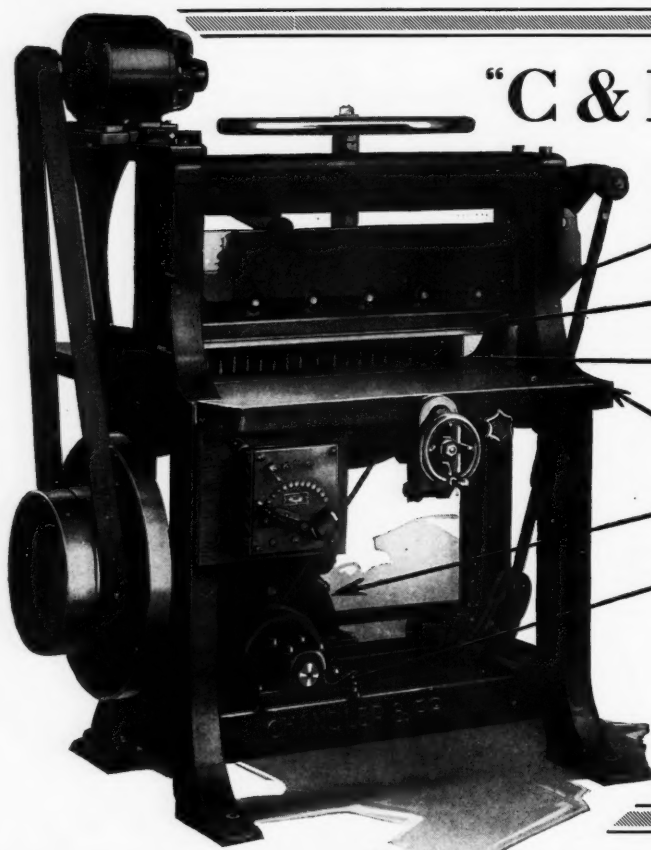
**ONCE THROUGH THE PRESS
COMPLETES JOB**

**Prompt Deliveries of Work Mean
Pleased Customers**

Ask us what we can do for you along the line that you are considering specializing in, sending samples to show the operations so that we can quote you on a suitable Multi-Operation Press for your work.

Built by The Regina Company *Manufacturers of
High-Grade Specialties*

217 Marbridge Building, 47 West Thirty-Fourth Street, New York City



"C & P" Power Cutters

1. Knife Always In Alignment

The knife bar and housing of each cutter are hand-scraped and perfectly fitted to each other at the factory. The printer has no adjustment to make.

2. Ready for Immediate Use

The knife is of highest quality, well sharpened and thoroughly tested on actual paper-cutting work.

3. Binder Holds Without Creasing

The binder is heavy and rigid, with broad, flat fingers which do not crease the stock.

4. Heavy Ribbed Bed

The bed is reinforced against strain by cast ribs running in both directions.

5. Silent — Clean — Powerful Drive

The drive is the worm and gear type—fully enclosed and running in oil bath, making it both clean and silent.

6. Lever Cutters Are Convertible

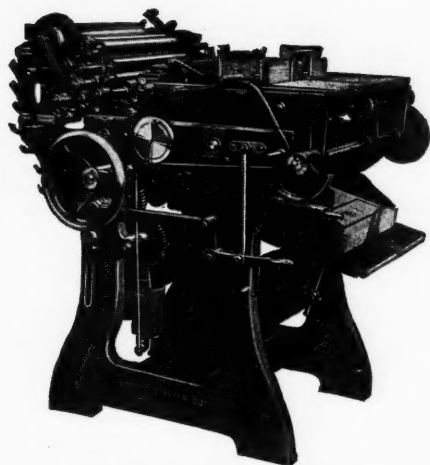
The 30 and 32 inch lever cutters are bored and fitted so that power attachments can be added.

Take this advertisement with you when you go to buy a power cutter.

The Chandler & Price Co.

For Sale by Typefounders and Dealers in
All Important Cities.

Cleveland, O.



**Stokes & Smith
Rapid Rotary Press**

Profit in Speed

THE experience of one large publisher who uses a Stokes & Smith Rapid Rotary Press for imprint work, emphasizes its value for short runs of miscellaneous work, as well as on long runs of labels, tags, letterheads, and the general run of commercial work that must be turned out rapidly in order to show a profit.

This publisher addresses 40,000 magazines per day with an S. & S. Press. It requires 105 changes in name plates, the quantities printed from each ranging from 200 to 1,000. Plates are changed in from one to two minutes.

Such conditions are of course unusual, and not to be met with by the printer. Nevertheless the impressive way in which the press meets these conditions serves to indicate its ease of adjustment, operation and adaptability.

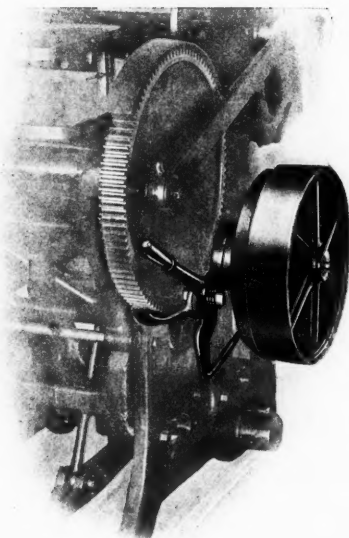
On all ordinary work the S. & S. Press is holding up to even more than its guaranteed speed of from 7,000 to 8,000 impressions per hour.

The possibilities for profit for the shop which has such facilities for speedy, accurate production are apparent.

Complete information about the action of the press, price, terms, etc., will be gladly sent without obligation. Address

STOKES & SMITH COMPANY
Northeast Boulevard, Philadelphia, Pa.
London Office—23 Goswell Road

7000 TO 8000 IMPRESSIONS PER HOUR GUARANTEED



BE A WINNER

Cut Your Operating Costs and Increase Your Profits

Every move of your pressman should count. If his press runs too fast, he is unable to keep up and time is lost waiting for the next impression—if too slow, you are not getting the capacity of your equipment. *Time lost means higher cost and less profit.* The proper speed for the work in hand may decide its quality. Best work with the least cost wins.

The Horton Variable Speed Pulley

is a "winner" because it controls the speed perfectly and quickly—is cheap, and when once properly attached to your "Gordon" will

need no other attention than that required by the press.

SOLD BY ALL LEADING SUPPLY HOUSES AND TYPEFOUNDRIES

HORTON MANUFACTURING CO.

MINNEAPOLIS, MINNESOTA



We Have a New Catalog Here for You



Each of the catalogs pictured below contains many pages of vital matter — each interesting and instructive to any printer interested in *greater* job-plant efficiency. A brief description is given below and we want your request for *your* catalogs according to your needs. No charge. No obligation.

CATALOG OF GOLDING JOBBERS

This is for the printer interested in a job press with a high mechanical speed and high possible feeding speed, great impressional strength, rigidity and durability, unexcelled ink distribution — a press capable of raising the standard of his printed product — decreasing the percentage of cost and increasing the net profits.

CATALOG OF PEARL PRESSES

This is for the man interested in a small, fast press for small work — for the rapid production of envelopes, tags, statements, bill-heads, note-heads, inserts, folders, etc.; a very practical and desirable press also for breaking in apprentices.

CATALOG OF GOLDING CUTTING MACHINES

This is for the printer interested in the newest, simplest, most efficient line of Paper Cutters on the market, a wonderful assortment of sizes, 8-inch up to 42-inch, and adaptable for cutting or trimming of paper, cardboard, leather, cloth, veneer — all stocks from tissue to tin.

CATALOG OF PRINTERS' MACHINERY AND TOOLS

This is for the printer who is interested in a general sense and whose requirements are varied.

CATALOG OF TOOLS AND SUPPLIES

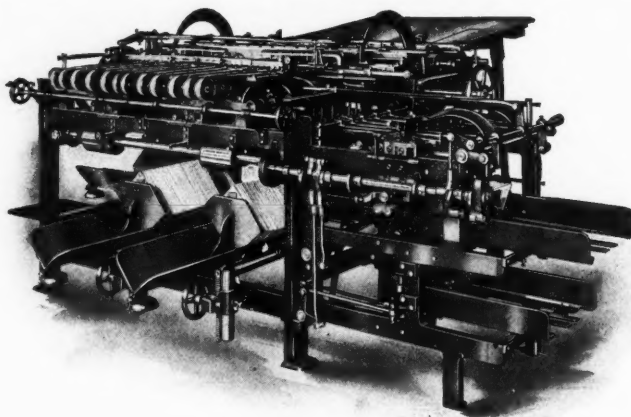
Consisting of Tablet Presses, Proof Presses, Composing Sticks, Lead and Rule Cutters, Miterers, Shapers, Curvers, Benzine Cans, Tweezers, Press Punches, Type-High Gages, etc.

CATALOG OF GOLDING HOT EMBOSSE

This catalog shows our electrically heated attachment facilitating hot embossing on any job press — producing the deepest and most difficult kind of embossing jobs with only a little more than an ordinary printing impression — and introducing the fact that more heat and less impression is the correct theory for best results in embossing effects.

GOLDING MFG. COMPANY, Franklin, Mass.

Special Double 32 Book Folder No. 1200



Double 16's
Quad. 16's

Single 32's
Double 24's

Made by

BROWN FOLDING MACHINE COMPANY
ERIE, PENNSYLVANIA

CHICAGO: 343 S. Dearborn Street

ATLANTA, GA.: J. H. Schroeter & Bro.

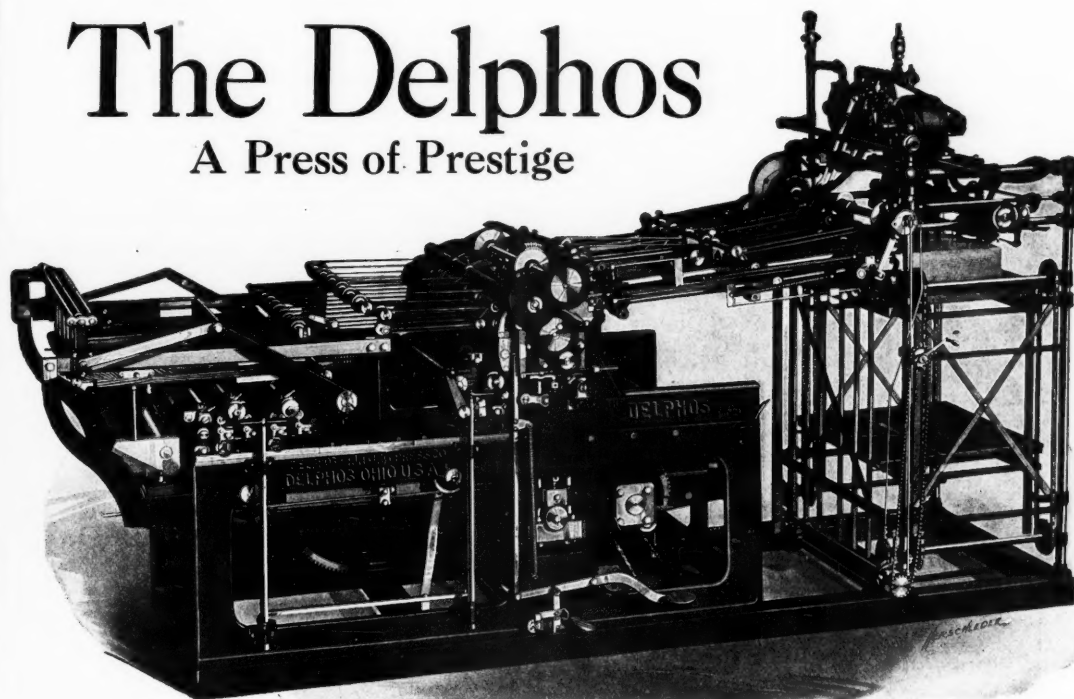
NEW YORK CITY: 38 Park Row

DALLAS, TEX.: 1102 Commerce St.

TORONTO, CAN.: 114 Adelaide, W.

The Delphos

A Press of Prestige



A TWO-REVOLUTION PRESS AND MECHANICAL FEEDER

“During the next few years some of the largest profits in American industry will be saved out of operation. Heretofore our profits have been made, but saving a profit is a different thing altogether.”

JAMES COLLINS

in Saturday Evening Post.

The Delphos Two-Revolution Press and Mechanical Feeder saves a profit—and a good one.

The Delphos Printing Press Co.

DELPHOS, OHIO

THE FRANKLIN COMPANY

DESIGNERS
PHOTO-PROCESS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS

720-734 SOUTH DEARBORN ST.
CHICAGO

VIEW SOUTH ON DEARBORN ST.
SHOWING COMPLETE PLANT THE FRANKLIN CO.

MAZDA

"Not the name of a thing, but the mark of a service"

MAZDA Service is the hub—MAZDA lamp manufacturers the spokes—in the wheel of incandescent lamp progress



The Meaning of MAZDA

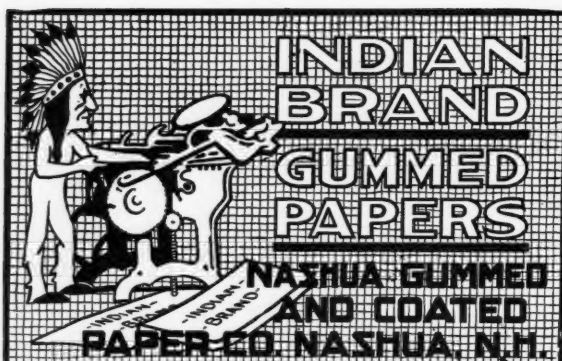
MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service. MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady.

The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF
GENERAL ELECTRIC COMPANY

4627



PRESS PROOFS

PRINTING gummed labels is generally a delicate task—the gummed side of the stock becomes sticky, the other side fails to print decently. Then the finished labels curl up into those exasperating little tight rolls.

EXCEPTING—when Nashua Indian Brand Gummed Papers are used. "Indian" papers stick only when properly moistened. The highly finished surface of the printing side of the stock never fails to take a good impression. It is *made* to print. The finished labels *will not* curl; the special treatment of the stock after gumming renders this impossible.

Prove these facts about Indian Brand on your own press.

A sample-book of labels and poster stamps on "Indian" papers, together with samples for your own experiments, sent on request.

Nashua Gummed & Coated Paper Co.

NASHUA, NEW HAMPSHIRE

Christmas Cards

There is a great deal of money spent each holiday season for Greeting Cards and Folders.
Do you solicit orders?

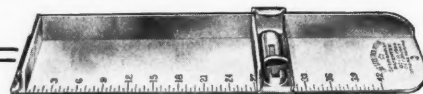
May we send postpaid samples of our full line containing 93 numbers for \$1.00?

STAUDER ENGRAVING COMPANY



Steel and Copper Plate Engravers
Printers and Embossers for the Trade

231 N. Fifth Avenue - - Chicago



COMMON SENSE would prevent you buying a press built fifty years ago.

The same principle applied to the purchase of composing-room tools suggests—

STAR STICKS

For Up-to-Date Shops

On sale by supply houses generally.

STAR TOOL MANUFACTURING CO.

SPRINGFIELD, OHIO, U. S. A.

The One Machine that Saws and Trims in One Operation



Saws
Trims
Miter
Mortises
Undercuts
Rabbets
Bevels
Grinds
Drills

Routs
Jig-Saws
Broaches
Planes
Type-high

You may prefer to chop slugs with lead cutters, buzz them off rough on a stereotyper's saw, or rough saw and then trim as a secondary operation on a make-shift saw, but *when you want to cut slugs for profit—why,*

*You will buy
The Miller
Saw-Trimmer*

There's a heap of difference in *getting by*, and *getting by with a profit*. A Miller Saw costs a little more money at the *buying point*—but it saves a big bundle of money at the *profit point*.

Miller Saw-Trimmer Company

Main Office and Factory: Point Building

Pittsburgh, Pa.

New York

Chicago

Standard High-Speed Automatic Job Press

The only automatic bed-and-platen job press on the market.

Over 40% of our sales are to repeat-order customers.

The only automatic job press that has stood the day in and day out test of the job department.

Price \$1,950

f. o. b. Hartford, Connecticut

WOOD & NATHAN CO.

Sole Selling Agent

30 East 23rd Street, New York

"Take this Order"

These are welcome words to any printer. He can hear them oftener if he helps his customers with SUGGESTIONS.

Usually, orders result from the portrayal of your facilities—either by word or by examples. In obtaining orders for letter-heads, you will find.

Swigart's Specimen Book

a valuable assistant. Your customers can see in a moment many fine examples of lithographed, engraved and embossed letter-heads on MARQUETTE BOND, MARINE BOND and WILLOW BOND—three Swigart papers well adapted for these uses.

This Specimen Book, frequently displayed, will help you to hear "Take my order" more frequently.

Ask for the book. It's free

Swigart Paper Company
653 South Fifth Avenue
Chicago

THE JAENECKE PRINTING INK CO.

In our three-quarters of a century of ink-making experience we have successfully developed special inks for every known requirement.
Let us know your needs.

Branch Offices in

New York Baltimore Chicago
New Orleans Detroit
And From Jobbers Everywhere

CHAS. H. AULT, President and Treasurer



FINE PRINTING & LITHOGRAPHIC INKS
NEWARK, N. J.

WRIGLEY'S Local Ticket Printing Press

For Tinting, Printing and Numbering Card Local Tickets in One to Four Colors.

We also manufacture the

Twentieth Century Double Web Local Ticket Press.

Also

Automatic or Hand Feed Ticket Cutting Machines

Local Ticket Counting Machines

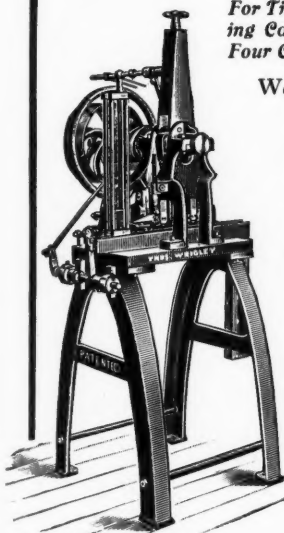
Ticket Tying Machines

Special Numbering Heads

And all kinds of Special Printing Machines.

Write for Complete Description and Special Information.

THE THOMAS WRIGLEY CO.
416 S. Dearborn Street, Chicago



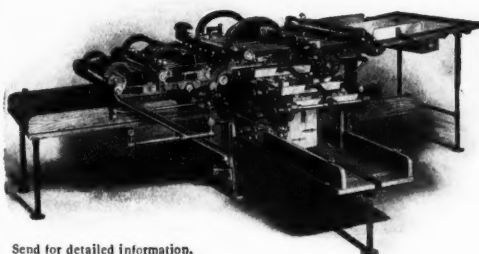
Anderson High-Speed Job Folder No. 125

The sturdy construction of this machine is another factor in favor of its purchase. It embodies a quality of material and workmanship that will withstand the most severe tests of time and usage.

To demonstrate this durability we can point to machines that have been in continuous use for many years and are to-day just as fast and accurate as the day they left the shop.

C. F. ANDERSON & Co.

710 S. Clark Street, Chicago



Send for detailed information,
list of users, prices, etc.

THE INLAND PRINTER

The Leading Trade Journal of the World in the Printing and Allied Industries

A. H. McQUILKIN, Editor

Vol. 58

NOVEMBER, 1916

No. 2

Issued promptly on the first of each month. THE INLAND PRINTER aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries.

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FAST

EMPLOYERS

WAGE-LEVEL PAY
BUYS ONLY
WAGE-LEVEL EFFORT



F. M. KOFRON

Hand-lettered and designed by F. M. Kofron, assistant instructor Inland Printer Technical School,
department of typography and hand-lettering.

BE PLEASANT



Be pleasant
enough but
not so very
pleasant
as to be
servile.



1900

Hand-lettered and designed by Ralph T. Bishop, Edmonton, Alberta, Canada, a student of the Inland Printer Technical School, department of typography and hand-lettering. Mr. Bishop is instructor of printing in the Edmonton Technical School.

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The Leading Trade Journal of the World in the Printing and Allied Industries

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No. 2

"PHYSICIAN, HEAL THYSELF"

By ROSS ELLIS

Each of the stories appearing in this department embodies an idea in business. Some of the suggestions may not be good in your opinion, reader, but if you think about them, and think of a better way or another way, they will have served their purpose.—Editor.

MUCH as he disliked to admit it, even to himself, Webb Daniels realized that the Daniels Art Shop was losing ground. He was beginning to feel that perhaps he had made a mistake on the day, some years before, when he had left a good job as foreman to go into business for himself.

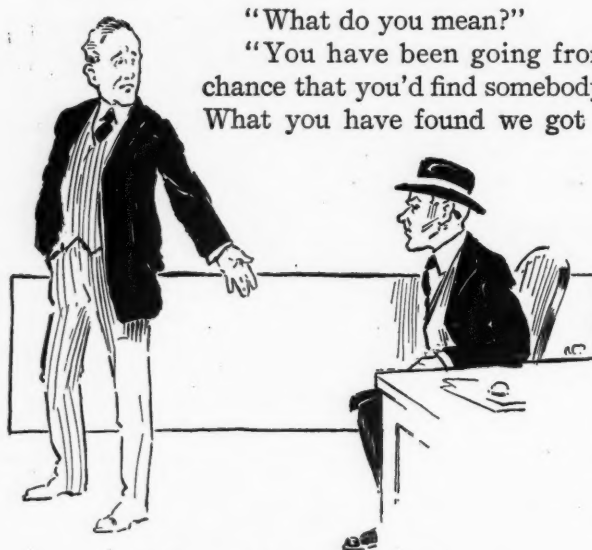
"Things will have to take a turn for the better or I'm going to quit," he announced to his salesman, Billy Halloran. "When it comes to actual hard cash, I'm worse off than I was a year ago."

"There was good money in those booklets for the Millville Motor Car Company," argued Halloran.

"Yes, on the face of it. But in order to turn out that job I had to buy enough additional equipment to more than offset the profit." Daniels paused for a moment, then continued with rather an acrid note in his voice: "Of course if I had a salesman who could go out and get business enough to keep the new equipment busy I'd still consider the deal worth while. As it is, I'd really be better off if I hadn't got that order."

"Well, if you think," began Halloran angrily, "that I'm not working—"

"Oh, you're working; I know that," interrupted his employer, "and I suppose the fault is mostly mine. I've been leaving too much to chance—the chance that when we finished up one job you would have another one coming along to take its place. And you have been trusting too much to chance, yourself."



"What do you mean?"

"You have been going from office to office on the chance that you'd find somebody ready to place an order. What you have found we got our share of, but we've

had to compete with the other Millville shops and occasionally with some of the big outsiders. There hasn't been a great deal of profit in most of it."

"That's no fault of mine," asserted Halloran. "What other way is there to get business than by hunting until you find a man who wants the thing you

"I'm worse off than I was a year ago."

have to sell and then selling it to him on the best terms possible?"

"Take the initiative. Don't wait to find a demand—create it." Thereupon Webb Daniels treated his surprised employee to a dissertation on creative salesmanship.

It was pure theory with Daniels, and secondhand theory at that, for he had gleaned most of his ideas from a series of articles in one of the magazines devoted to his craft. He had been more than a little skeptical when he read the articles, but as he talked he became more and more convinced that he was on the right trail, and he finished his lecture in a burst of enthusiasm.

"Work along those lines, Billy," he concluded, "and we'll keep the shop full of work at prices that will make that Millville Motor job look cheap. Now, let's not lose any time. We'll select some concern here in town that needs our services and make it our business to manifest that fact right away."

Halloran shrugged his shoulders.

"It sounds good," he



"I suppose you feel that direct advertising will cure any ills that business is heir to."

admitted. "Since you know so well what you want to do, I suppose you wouldn't mind giving a demonstration."

Daniels accepted the challenge with alacrity. "I'll do that little thing, though I don't claim to be much of a salesman. For the next few days I shall spend my spare time in getting together data on bank advertising. Then I'm going down to the Millville Savings & Trust Company and come back with an order big enough and profitable enough to pay me for the effort and thought I have expended. You watch me!"



"How can you hope to convince me of the worth of your advertising plans?"

A week later Webb Daniels sat in the austere furnished private office of Hiram Goodenough, president of the Millville Savings & Trust Company. Spread on the wide table before which the gray-haired banker sat were dummies of various shapes and sizes, illustrating the advertising ideas that Daniels had in stock. The interview had been readily granted owing to a mistaken belief on the part of the banker that Daniels was seeking a loan, and the printer was fairly launched on his sales talk before the other fully realized what was happening. Then, in spite of himself, he had become interested.

"It is probably true," he said meditatively, "that our business could be materially increased by the use of some of the plans you have laid before me, though I have never given much attention to publicity work. It seems to me that a bank should be, above all things, dignified."

"But what could be more dignified," urged Daniels, "than a booklet such as this?" He indicated one of the dummies. "The Peoples' Trust Company, of Truffelo, which was established in 1868 and has always had a high reputation for conservatism, sent out a booklet along similar lines about a year ago. The company sent it first to a selected list of people who were not depositors, later to a much larger list. The response was very gratifying, and by using this and other publicity methods the company has opened several hundred new accounts that it credits to its advertising campaign."

The banker smiled. "You paint an alluring picture," he said. "I pre-



On the outside.

sume it is only natural that you should be a strong believer in the virtues of printers' ink."

"It is the life-blood of business," said Daniels fervently.

"And I suppose you feel that direct advertising will cure any ills that business is heir to."

"Maybe that is putting it a little strong," said the printer, "but it certainly is powerful medicine."

"You have found it so?" questioned the banker. "That is, did you notice an immediate increase in your business when you began to use methods similar to those you are recommending to me?"

"Why, er-r—" stammered Daniels, "I'm sure you will get good results. Take the case of the Truffelo Bank—"

"But I'm more interested in your own case," persisted Goodenough. "What sort of results did *you* get? I don't remember having

seen any of your advertising matter. Certainly I saw nothing that would have made me think of you had I desired to place an order for printing. Now, if your advertising doesn't affect other people any more than it seems to have affected me it can't be very much use to you."

"To tell you the truth," admitted the printer, "I haven't done any advertising recently."

"Is your business so good that you don't feel the need of increasing it?"

"By no means, but —"

"Then perhaps you don't really believe in advertising, except for the other fellow."

"Yes I do," protested Daniels, "but I have a salesman who keeps on the go all the time, and everybody knows I'm in business, and —"

"I might say that every one in Millville and vicinity knows that the Millville Savings & Trust Company is in business." The banker rose as an indication that the interview was over. "No, Mr. Daniels, I'm afraid it will be useless for us to discuss the matter further at this time. Thank you for coming to see me."

Daniels was desperate. "But don't you at least want me to give you an estimate on the cost of those booklets?"

Hiram Goodenough shook his head. "Not to-day," he smiled, gently propelling the other toward the door.

"Suppose I come to see you some day next week. I'm sure I could

convince you that it would be worth your while to do something along that line."

Again the banker shook his head. "How can you hope to convince me of the worth of your advertising plans," he laughed, "when you haven't enough confidence in your remedy to apply it to your own business?"

And then the door of the private office closed, with Webb Daniels on the outside.

"The old pirate needn't think he has seen the last of me, though," he announced to Billy Halloran on his return to the shop. "He was interested, right enough, but he saw a good chance to get rid of me and he took it. I'm going to see him again and I'm going to sell him; but you can be sure that before I go he will have received some printed matter that will show him just why we call this the Daniels Art Shop."

"Maybe," said Halloran thoughtfully, "if we did a little direct advertising ourselves we wouldn't have to worry so much about selling direct-advertising plans to others."

LEGAL PITFALLS OF THE PRINTER*

By ABRAHAM L. FEINSTEIN

The law is supposed to be based on common sense and equity, but common sense is a rather rare article because men are steering more by emotion or impulse than by reflection. Mr. Feinstein is engaged in adjusting the steering-gear of his clients in New York, and how he does it is discovered in this précis of his address.—Editor.

IT is a very remarkable fact to me that credit in the printing industry in the City of New York is the worst and most loosely extended credit system of any industry in the City of New York. Recently, when the District Attorney investigated the activities of Leon Lemberger and his cohorts who were engaged for many years in swindling the printing industry in this city, he summed up the result of his investigation as follows: "It is a remarkable thing, the loose and lax way credit is extended in the printing industry. Persons of little or no financial responsibility and often hardly known to the printer are able to get credit for several hundred dollars."

It is very astonishing to me, the ease with which credit is given in the printing business and to persons almost unknown to the printer, as I am

*An address delivered before the New York Master Printers' Association, Incorporated, on Thursday, August 10, 1916. Mr. Feinstein is counsel of the organization.

continually in receipt of claims from printers, owing by men against whom there are judgments, and who have no business or financial responsibility. I warn the printers of New York that they should be more careful in the extension of credit, as the printing industry in the City of New York is a prey for all sorts of wild-cat schemes which require printing. I advise printers, when receiving an order from a customer whom they hardly know, to spend fifty cents and obtain a trade report through the business office of the New York Master Printers' Association and they will probably save a great deal of money during the course of the year.

I strongly advise printers against taking orders to be paid C. O. D. Too often the work is done and delivered C. O. D. and not paid for, yet the work is obtained by the customer through one pretense or another. If a customer unknown to the printer and seeking printing will not pay a deposit on his order, the printer is better off if he does not take the job. He may save more in the end. Very often I am consulted by printers who desire to know whether a customer has the right to examine goods which are sent C. O. D. The customer has no such right. Where goods are sent C. O. D. the customer must pay for same before he is entitled to examine them.

Printers should be very careful in colorwork. This is a very troublesome subject in and out of court as it is often impossible to give a customer an exact duplicate of the color that he submits, and I would suggest that every printer be particular to obtain a proof, wherever possible, of colorwork.

It is very essential to have a complete contract, and, wherever it is possible, a printer ought to have a written order specifying the price of the job to be done, as often a contract for printing is made without a price being set and frequently it is difficult to fix a reasonable value for printing, as there is a large variance in the price of printing by printers. A printer should be able to prove that he has delivered his work, and he ought to have a proof of delivery or an acknowledgment from his customer that the work has been delivered. It would be a good thing if, after the delivery of an order, a letter was written to the customer asking for an acknowledgment of the delivery.

Quite frequently machinery is purchased by printers for which a chattel mortgage is issued and promissory notes given for the unpaid purchase price. Quite frequently these notes are passed along, and when they become due are in the hands of a third or a fourth person. In the meantime there may be some defect or claim against the seller of the machinery and the printer would like to withhold payment on his notes, but he can not do so because the notes are in the hands of a third party and the law presumes such holder to be a holder in due course for value

received and it is very difficult to show to the contrary, so that the printer is usually compelled to pay the notes and then seek redress against the seller. In making notes of this kind a printer should mark the notes "non-negotiable." Promissory notes bear interest only when so stated and at the legal rate, which is six per cent, when no percentage of interest is stated. Promissory notes should be made payable at a bank, as at maturity they operate as a check. Chattel mortgages should be filed within five days after they have been executed, in the county where the property covered by the mortgage is situated. A renewal of chattel mortgage should be filed one year from the date thereof, as otherwise the mortgage is void as to creditors who may levy against the property covered by the mortgage. A chattel mortgagee should also protect himself by securing insurance to cover the amount of his mortgage.

A printer has no right to withhold a cut belonging to his customer unless he can establish a lien against the said cut or cuts by any work done upon such cut, either in the form of retouching or refinishing. In fact, a lien is established against any property upon which work has been done and no arrangement is made regarding the extension of credit. Where a job is printed and no agreement is made as to credit, a printer may withhold the job for his lien, unless the amount of the job is paid.

Printers often rent lofts with the intention of subleasing, and where the lease does not prohibit the tenant from subletting he has a right to do so. A landlord is not bound to make any repairs or do anything in connection with the renting of the premises unless specifically set forth in the lease. Oral promises or agreements made prior to or at the time of the execution of the lease can not be charged against the landlord unless set forth in the lease.

Under the Federal Income Tax law, all corporations must file their reports for the calendar year on or before March 1 succeeding the year for which the report is made, which must be filed in the office of the Collector of Internal Revenue in the particular department in which the business is situated. The Government is very strict concerning the filing of these reports, and unless they are filed properly the Government assesses a fine. This applies to individuals as well as to corporations, for individuals are exempt to the extent of three thousand dollars if single and four thousand dollars if married. The corporate form of transacting business is a modern way of doing business and applies especially to printers, as they conduct a business where machinery is used, and any business in which machinery is used is subjected to more possible risks than most other businesses.

A printer doing business under an assumed or trade name should file a certificate, stating the true or real names of the persons conducting such

business, in the office of the clerk of the county where the business is situated.

A guarantee of payment by a third person for work done by a printer for a customer is not valid and binding on such third person unless it is in writing.

A payment to a salesman is not legal or proper unless the salesman has authority to collect or where payments have been made to the salesman and ratified by his employer.

It has recently been held by the courts that an insurance broker is the agent of the insured, and if a premium is paid to the agent and not delivered to the company the insured must bear the loss and the company would be within its right in canceling the policy. Payment of a premium for insurance should therefore be made direct to the insurance company.

In conclusion, I desire to say that a more systematic and careful system of extension of credit should be inaugurated by the printers for their own protection. Know with whom you are dealing and the responsibilities of your customer before you give him credit. When extending credit to corporations, be particular in knowing what the corporation consists of, as corporations come and go very suddenly. The New York Master Printers' Association has inaugurated a claim and collection bureau and has been rendering invaluable services to its members in collecting accounts that have been passed as uncollectable. On numerous occasions we have received accounts which have been returned uncollected by others and have been collected by your Association because its main endeavor is to render service to its members.

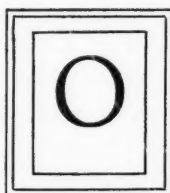
WHY THE LAW?

I sometimes think how wrong it is that man should let that mind of his lie dead or half asleep while he pursues his journey gropingly. He's hedged about with rules and laws expressed in words that crack his jaws, yet never does he question why the laws were made unless some guy, like me for instance, joggles him to take a hunch to get the vim to reason back to how it came these laws were made that lie along the route of trade, and how they came to take a twist that slapped him on the naked wrist. Just think, without the laws at all what would protect us from the gall of them that come to board with us and criticize and make a fuss and never come across on time or give the kids a half a dime. They'd chase you off your own front stoop and you might call and rant and whoop, it wouldn't do no good at all, no use with them that have the gall. But with the law in blue and brass you tell those stiffies to go to grass.

BUILDING A PROFITABLE PRINTING BUSINESS

By J. S. VOGEL

There is too much competition in selling the ordinary thing or the ordinary printing—therefore it does not pay. To do better printing, printing of better quality, is merely a mechanical or artistic betterment and thus still falls short of money-making printing. But the printer who sees in printing something more than a mechanic art, a means of expressing ideas, goes to the man who has made the finding and expressing of ideas his business, the advertising expert, and coöperating with him, sells in the right places printing plus service, and thus puts printing in the place where it belongs as a business-making influence and a participant in the profits it creates for the customer.—Editor.



OF the thousands of small printers throughout the United States, comparatively few are in the money-making class. The man who simply makes a living out of his printing business can hardly be considered a money-maker. But why are there so many of these small printers who are not making, and who do not expect to make, much above a mere living out of their business? Low prices are the cause nine times out of ten. The small printer seems afraid to demand a reasonable profit. What he is usually after is business, and if he can not get an order at a price that will leave a profit he is quite often inclined to take it at almost any price, if simply to keep a competitor from getting the order. This is all wrong. Why wear out machinery, batter type-faces and take chances on collections if there is not a profit for the printer?

But many readers will say, it is low prices that keep the average small printer going. Yes, but also it is low prices that put so many of the small printers out of business.

If you can not take an order at a figure that will leave you a profit, it is better to let the other fellow get the business. He can not very long remain in business by doing work at cost. Then, too, it is easier to cut prices than it is to increase them. If a customer once pays \$3 for a thousand letter-heads he expects to get them at the same price on his next order.

A Chicago printer, with a shop employing an average of two job printers at all times, found himself in a position where he either had to find additional capital or close up shop, as the paper-dealers, the type-founders and the ink-manufacturers were hot on his trail, trying to collect bills that the printer could not pay. The book accounts showed a nice

business, but some of the accounts were against concerns of poor financial standing—in fact, two of his customers were in the hands of the receiver.

To satisfy his creditors and turn the tide from a money-losing to a money-making business was the problem that confronted this printer, and here is how he solved it:

First of all, he started by soliciting business from an entirely new class of trade. This printer had been getting ninety per cent of his business from small merchants and small business men, who were hit pretty hard during the early part of 1915, and consequently could not pay their printing bills. Ignoring this class of trade entirely, the printer called only on big concerns, companies with a national reputation and a sound financial rating. To get business from these concerns, he added from ten to twenty per cent to his regular prices, and instead of getting business on a price basis, he solicited printing purely on the quality basis. He himself was a good printer; he knew how to make good his promises of high-grade work, and he did make good.

Also, at every office or factory where he called, if he could not get immediate business he talked for the future and asked to be shown some of the printed matter that was more or less staple—that is, printed matter on which there was a chance of getting a re-order perhaps a dozen times or more. All of such samples he took to a high-class advertising man, with whom he was on very friendly terms. He asked the advertising man to offer suggestions for the improvement of the circulars, booklets, etc. Many of these booklets, folders, mailing-cards and other pieces of advertising matter were rewritten by the advertising man, a dummy made up by the printer, and then submitted to the advertising managers of the various concerns.

To the regular price of the printing, enough was added to pay the advertising man for his services. This method produced results so far as the opening of new high-class accounts was concerned. Within one month the printer had on hand something like \$5,000 worth of profitable orders. This entire lot of orders he took to his various creditors, explained the circumstances and agreed that if given additional credit for stock, etc., to complete the orders he would be on the road to financial success in the printing business. He promised the creditors that he would not take business from concerns of poor financial standing, and that on the business he did take there would have to be a reasonable profit.

Of course, under the circumstances the creditors agreed not to force collections of the old bills, and at the same time to extend the additional credit necessary to take care of the orders on hand.

After once having made a good start and proved to the users of high-class printing that he could give them exactly what they wanted, he found

his business growing rapidly. One order brought another. Then, too, to constantly keep the attention of customers he printed for himself, on sheets of letter-head size, the following sentence: "If this is the last, or next to the last package of this printed matter, better order another lot from (name and address), who printed this lot and can duplicate the order for you."

One of these slips was placed in every package of printed matter that left the shop—that is, of course, where the printed matter constituted several packages, as would be the case in booklets, blotters, mailing-cards and other bulky matter, or jobs which were printed in large quantities.

When a complete lot of printing was placed in a single package, he placed a reminder near the bottom of the package. In a lot of a thousand letter-heads, the reminder slip near the bottom would read: "Your letter-heads are getting low, better 'phone another order to (name, address and 'phone number), who printed these letter-heads for you."

As these reminders would automatically come up at about the time additional printed matter was required, the suggestions were exceptionally good and helped to hold many customers who might otherwise have given the particular order to some one else. A satisfactory job of printing, under these conditions, usually brought a repeat order if additional printed matter was needed.

Another method that has been employed by a few printers with success is to find out about how long a certain lot of printing will last. The printer can then make a memorandum of it, and when the time comes that the concern should be in need of additional printing of the same nature, the printer can call on the customer and suggest a re-order of this particular printing.

Many printers overlook the fact that the steady customer is the most profitable one. It is a good thing to go after new trade, but there is more profit in developing old customers, in pleasing them, in taking care of their wants, in doubling the business derived from them.

The man who buys printing quite often gives his order to the first salesman who happens to be in the office at the right moment. Printers, the small printers in particular, have not yet developed themselves to such an extent that they make a special effort to hold old customers while at the same time finding new ones.

Suppose you look over your last year's sales record and find out exactly how many customers were on your books last year who are now having their printing done elsewhere. Of course, in many instances it may simply be that you did not call at the right time—and some one else got the business. How about future business? You can turn your last year's sales record into a big asset if you simply make up your mind

to go after business from the concerns who were on your books a year or two ago. If a customer orders his printing elsewhere, you should know it—and you should know why.

All this, of course, requires work and a little hustling, but the printer who is not a hustler in the present day of keen competition can not expect to make money. He may be able to make a living, but that is about all; while the man who hustles has a practically unlimited field for his business. It pays to hustle—and pays big. A trial will convince you.

MAGICAL TIPS ON THE BLACK ART— THE "PENNY-PULLER"

By C. RAIMOND COLLINS

Your personality is accentuated or obscured by your tailor. Your thought is amplified or diminished by your style of speaking or of writing. Your newspaper is made effective by association of news or contrast of news and typographic effects by the layout engineer, and the reason why is disclosed in this article.—Editor.

WHO is the most valuable man on your pay-roll? If he isn't one certain individual I will bet you dollars to doughnuts your sheet isn't pulling the pennies, and subsequent dollars, it should. On every daily in the United States there is one man who should eclipse every other employee, who is the axis which keeps the old wheel revolving. He is the layout man—the layout engineer, to be modern.

The mechanical foreman, whom you have patted on the back for crowding every inch of advertising possible into the sheet in order to cut down its size, and the paper bills, and who has been forcing the editorial department into the pits of despair, as the desk men have cut the life out of the news matter, is doing more harm than good. He is making a circular of your paper. You no doubt know the feeling of the advertisers and can imagine the feeling of the readers, who desired a record of the world's news when they spent their pennies.

The mechanical foreman is not your most valuable man, neither is the advertising manager, nor the circulation manager, nor the head pressman. They are mere spokes in the wheel, and would be absolutely helpless but for the man who controls the destiny of your publication—the layout engineer. The layout engineer is one of the seven modern wonders of the world, and one of its latest inventions. He is the man who stands between

every newspaper and the general public. He is the penny-puller and can make of the paper a success or failure.

There are many forms of layout, and every daily, from the pastor's favorite to the rogue's choice, has its own individual idea of how to make up. The layout paradox will continue to the end of time, and it is impossible to state which form will win out in the race of public approval.

The billboard front of every Hearst paper in the country, as well as the thousand which have followed it, has pulled billions and billions of pennies and has placed the circulations of these papers up on the top shelf.

As a paradox, the *Chicago Daily News*, the *Philadelphia Ledger*, the *New York World*, and a hundred other metropolitan dailies, with their subdued styles, are holding prominent positions in the first line trenches of popular approval and their circulations are hitting the high spots.

But each of these successful dailies has bowed to its layout engineer; has realized that he is a leader they can not dodge and that he has them under his thumb.

The art of correctly laying out a paper, however, is as great as the art of planning forty-floor skyscrapers, or lengthy bridges, or the next strategic move on a war front. Layout engineering is an art that can not be acquired in a day. It must be studied and practiced and dissected until its finest rudiments are seared deeply where they belong.

Few of the smaller dailies have awakened to the fact that they are behind the times, as they have no layout engineers. Many of them are continuing to throw their news-matter into the pages as they come, never thinking of style, or balance, or proper layout methods. They are behind the times. If they are not losing money they will soon, unless they come out of their coma. The twentieth-century newspaper is the paper of to-day. Your customers—the public—demand a new-style newspaper, just as they do a new-model automobile, or a new-style hat, and when the public speaks it is well to heed its demands.

Get up and in the running. If you still follow Ben Franklin's methods, prepare to sell your press and equipment now while the price of junk is high, as you are certainly going to land in the city dump unless you change your tactics.


Don't laugh at your competitor's black heads or jest at his "new-fangled layout man." The other paper is probably getting a strangle hold on your circulation if you are. Better watch your step and follow suit before it is too late. Over a hundred small dailies, to my knowledge, are losing money every week they operate, because they are not meeting the demands of the people.

Get out of the rut, put the right man between your paper and the public, and watch the layout engineer pull the pennies.

STANDARDIZATION

By F. HORACE TEALL

Doing things twice or more times where doing them once should be sufficient is the waste that standardization aims to avoid. In proofreading there are constant and insidious losses because of a lack of understanding at the outset between author, publisher, and printer. This article describes some of the difficulties in the way of remedial action and suggests a course for the printer to follow. Is there another course?—Editor.

HEN I began work as a proofreader in a large printing-office, where every kind of work is done, including books of all kinds for most of our best-known publishers, the conditions were such that I practically had to learn a new trade, though I had been a proofreader for many years. This was my first experience of shifting from one style to another for each new job, and it was heartrending, because there was absolutely no office style—not a single item of style that was understood by all workers so that any one could be sure that what he did would be done in the same way by every one else. I fear that my story of this will be prosy and tiresome, but it seems to be the most telling way to introduce the point I wish to reach—the feasibility of standardization in language forms. I have now been in that place more than two years, and am still in the same unhappy state of my beginning—I don't know certainly what absolutely necessary correction I can safely make if it differs from copy, so my safety demands absolute following of copy, except when a plainly accidental error occurs therein, for instance, omission of a letter or letters, as pronounce for pronounce (this being an actual error often made by one writer).

My newness at such work was due to the fact that I had been employed only in places where but one standard style was in use, and where my work was understood to be distinctly editorial. Such work is now done only in editorial offices, or where it is all for one publisher.

One circumstance was rather amusing in one aspect, and tantalizing in another. The superintendent strongly desired to have a regular office style, and had had a style-book in preparation, which included long lists of spellings and of words to be compounded. This had been submitted to various readers, and each wanted so many changes that it was finally abandoned. I was the last proofreader who had this style-book for revision, and I saw clearly that it would never have the desired effect. It is mentioned here not to describe it nor to criticize it, but because of what the superintendent said to me in speaking of it. I had said that

one of the lists did not, but should, provide for different demands by customers, and he answered that what I proposed would nullify the intended standardizing. He also said that the office, being a large and well-known one, could adopt a reasonable set of rules for style and he had no doubt that most of the customers would consent to it. To which I made no answer. And the result was the continuance of confusion in practice, just like that which is almost universal.

This idea of standardizing is by no means individual, but is very common as an ideal, the great trouble lying in the fact that certain differing opinions as to detail are maintained so strongly that their holders are not willing to change, which some must do to standardize. Among the evidences of general desire for a standard practice is an article in *THE INLAND PRINTER* for August, which tells of a printer who made a list of subjects to submit to the Printers' Cost Congress, embodying seventeen suggestions, including these two:

"14. Copy.—In what shape copy should come to the printer should be regulated by 'standard' and 'recommended' practices. Difficulty of deciphering and handling copy should be at the expense of the customer."

"15. Spelling, Punctuation, Capitalization, and Division.—For these and all other points of 'style' settle upon a 'standard' practice, any deviation from which to be paid for as an extra by the customer, according to 'recommended' rates. The printer should not suffer because of the idiosyncrasies of his patrons."

Evidently the prevailing consideration is that of cost, and no doubt is possible that the commercial aspect is most important. Of course all printers are eager to get the largest possible money return from their business, and their customers equally desire to keep down expense. When the question of copy is discussed, as I hope it will be by some influential body of men who will make thoroughly practical decisions, many details will need attention besides the mere general question of cost, or rather as incidental to that. All the items in the second paragraph will be found to be involved. As to shape of copy we may get a good hint from some actual experience.

On the *Century Dictionary* the original writing was done on any paper the outside writers happened to use. It was all copied in type-writing on paper of a certain size and the slips were pasted on sheets large enough almost to cover one side of a case—the type was set by hand. That copy was almost bad enough for the printers to refuse to handle it. But the *Standard Dictionary* copy was even worse, being made in the same way, with a lot of small slips pasted on large sheets, and with many changes written in the margin. *Webster's New International Dictionary* was prepared much more economically for the publishers and much

better for the printers. It was sent to the printers on rather small slips with no pasting, which made many more pieces to handle, but very much more convenient. But the most telling point in its favor was the thoroughness of the literary preparation. Time-charges were almost nothing in comparison with those on the other works, although they must have been large even here.

Of course the mere fact of having much extra time-work is not in itself objectionable to the printers, but rather agreeable, because profitable. The point most pressing for settlement is to find some means of distinct understanding by which the printer's extra charges will be less subject to dispute, by having a clearer line of distinction.

Copy is frequently sent to the printer in anything but proper condition as to spelling, punctuation, and capitalization. Books are often written with one standard of spelling and ordered by the publishers to be done with another. De Vinne says something good about spelling: "It should not be expected that a compositor will make any one spelling invariable when spellings vary in copy, or that a proofreader will attempt uniformity without positive instruction. The preparation of a proper code of spellings calls for time and trouble on the part of the author, but he is well repaid by cleaner proofs and by largely reduced expense for alterations in type." All copy that is not written exactly as it is to be printed should be accompanied with a full list of all peculiarities to which it is to conform. A mere direction to use British spelling, for instance, is not adequate. British spelling varies, and the operators and proofreaders can not with certainty apply such a general order.

Punctuation is so confused in copy that we can not here say more about it than that most writers need to make a special study of it, and that usually the best a proofreader can do is to follow copy.

THE PROOFREADER

*To make the readin' like the writin'
Is all I have to do,
But even doin' that, I swan,
There's many a rag to chew.*



INDUSTRIES ILLUSTRATED — IN A TYPEFOUNDRY.

Welding Steel Chases by Electricity.

No. 16.— From the drawing by Carl Scheffler, Chicago.

The Boss confers with the Salesmanager



The Salesmanager confers with the Salesmen



The Salesmen confer with each other



The Accountant takes a slant at what is going on



The Foreman receives instructions from the Salesmen



The Operatives hold a chapel meeting



To be continued—

J. T. NOLF

DOING THE RIGHT THING IN THE WRONG WAY.

Illustrations by John T. Nolf.



Self-Denial. The self-denial that is necessary to the building up of financial competence and of character will prove a richer reward in the way of enduring happiness than the material gains that inevitably follow.

"Sing, Sing." We are indebted to Mr. Eugene Valentine, of Sinclair & Valentine Company, for an announcement that printers are so scarce in Sing Sing that it has become necessary to hire an outsider to set up the *Welfare League Bulletin* on the prison linotype machine. "A life of eminent piety beckons the boy who learns the printing trade."

Why the Mad, Mad Rush?

"Copy will be ready at six o'clock and we must have the plates by eight-thirty to-morrow morning for the printer" often causes more ill feeling than a proverbial mother-in-law. And in the name of time, why the mad rush? Couldn't some one have started a few days earlier? Didn't they know they were going to sell that suit this year, anyway?

Yes, to all the questions. They did. And here's why all the speed at the last moment. At least, here's why the printer, engraver, mailing department and advertising department tear one another apart in a mighty effort to save five minutes or to make up the ten they lost last week in our business.

The wholesaler is a distributor to-day. Even though he controls the brands, or many of them, he merely acts as a go-between for the manufacturer and the retailer. He supplies the manufacturer with operating capital by taking cash discounts, and sells the goods by giving long terms. The difference in cost and sales sometimes shows a profit.

And, as a distributor, for instance, of coats and suits, the troubles are manifold. A manufacturer exhibits a garment, just a sample. A buyer passes judgment and a few are bought. No one knows that the public is to be satisfied with the judgment of the buyer, no matter how keen a student of the retail market he may be.

Now the trouble begins. Delivery is promised. The sample is rushed to the engraver. Drawings and plates are made. Copy is prepared,

changed, reset, prices altered because the manufacturer added three buttons, and the advertising is finally turned out ready to mail. And then at the last moment the manufacturer fails, or the dress can not be delivered until too late for the season's business, or the public fails to show appreciation, and another number must be sought, bought, drawn and copy rewritten and the whole matter gone over again. And the buyer blames the manufacturer, and the advertising department looks to the buyer, and the engraver showers blessings on the advertising man, who takes it out on the printer, who, being the last one to have the job, must make up all the lost time and avoid mistakes.

But he's all right, because he knows all advertising men are a bit off, very unreasonable, awful stallers and heavy talkers for overtime, and are in league with the engravers to delay a job until he can't keep his promises.

But a few of us, who have been through it all, sit by and keep still. For, 'tis said, "Silence is Golden."

For a printer's dream of Heaven is a place where all copy is nonpareil heads, leaded with six-point quads, double price, at forty-five cents a thousand, and the place all engravers hope to go is where you take a week to make a zinc, and turn out twelve sets of color-plates a year, all time work, no scale. And for an advertising man — well, almost any place where there are no printers or engravers, and the city series runs the year around.

Photoengravers and the Union.

We have previously dwelt upon the unfortunate plight of the master photoengravers, caught as they are between the upper and nether millstones of increasing cost of production and reluctance on the part of customers to pay enhanced prices. Arising out of this are the complaints we have also had to refer to in regard to the attitude of labor. It is a source of regret that there should be any friction in this well-organized trade, where the relations between the employers and employees are officially based upon friendly coöperation. Indeed, in many respects the photoengraving trade has been a model to other branches of industry,

and we are convinced it requires only a little frank discussion to keep it so. We are led to believe that the attitude of the union is not so progressive as it might be on certain points. We can not insist more strongly than we have done on the identity of interest of capital and labor, except on the one question of the final division of the net product of the industry — that is to say, in determining what proportion of it should be paid out as wages and what should be retained as profits. So far as this is concerned, the workers do not seem at all inclined to complain. They admit themselves that they are fairly well paid, even for skilled workers, and the union does not intend to press for further advances upon the existing scale, although the fact that in many cases their members are receiving above it would seem to indicate that they might successfully do so. Having secured a satisfactory rate, the only thing left for them is to see after such conditions of employment as will conduce to the health and well being of their members. Under this heading would come the demand for shorter hours, which is understood to be their probable next move. In regard to this subject there is no real antagonism of interest, but only a difference of point of view. It is not to the interest of employers to work their men beyond the hour when their efficiency is reduced below a certain point, and the whole question is a determination of that point. On the other hand, it would be foolish for the members of the union to press for a reduction which is not necessary to either health or efficiency, as that would simply be injuring the trade without real benefit to themselves. We shall probably have to return to this point later.

At the present moment the greatest cause of friction appears to be the cost system. This is especially important to employers because their revision of prices is based upon it. On general principles, prices should be based upon nothing else, and when they are engaged in an acute controversy with their customers, employers have an additional reason for making their charges on that basis. They very properly are anxious to make their system as scientific as possible, and we have heard many complaints that the union places obstacles in the way. The attitude of the members of the union has been stated clearly by Mr. Woll, the president. They are all in favor of a cost system which will give the employer the average rate of production of a group of men, but they set their faces like flint against anything which would reveal the individual rate of each worker. On the other hand, some smaller firms complain that their larger competitors do in fact ascertain the individual rate, and that the union winks at

it because they are not prepared to quarrel with the large employers, although they keep the screw pretty tight on the smaller fry.

As a result of our inquiries we are convinced that there is a great deal of misconception on this question by all the parties concerned. In the first place, there is no great difference between the cost systems used. They all follow the general lines of the Denham method. The larger houses have not any recognized system of ascertaining the individual rate. The head of a large establishment assures us, however, that he can tell the rate of every man who has been in his employ for years past. How does he know it? By simple deduction from the general rate, helped out by the reports of foremen as to the speed and general competence of the operatives. That method is open to every wide-awake employer, big or little. That fact ought at once to set at rest the worry of the small man with a grievance, and the union with its objection to the individual rate.

But let us examine this question a little more closely. The union is evidently anxious to protect the slower workmen from the competition of their speedier fellows. It must be admitted that the general labor-union objection to speeding up is not ill-founded. In some unorganized trades, unrestricted competition has resulted in speeding up to such a degree as to deteriorate not only the physique of the workman but the standard of his work. In photoengraving, while the speed certainly counts, it is doubtful whether any firm would be very successful if it increased its speed at the expense of the quality of its output. We must admit, however, that among the ranks of the employers, while there are many wise men, there are some foolish ones, and if the union were not watchful the evil of excessive speeding up might become far more than a theoretical one. At the same time, we doubt whether their present method attains its object, whereas, although smart executives may get around it, it probably hinders some others from arriving at the correct cost-finding method, which is the goal of the whole trade. The time has come when the union should reconsider the whole question, let go its rigid rule against the direct determination of the individual rate, and devise some other method of defense against unreasonable speeding up. We might suggest that the standard rate of production, based upon the average rate, should be recognized, and that no man shall be victimized for slowness provided he reaches the recognized rate. The union is quite strong enough, and the attitude of the employers quite reasonable enough, to make it safe for the union freely to place in their possession that

information. We must carefully explain, however, that we have spoken of a rate "based upon the average rate," and not of the average rate itself. This explanation is necessary because otherwise suspicious employees and a certain type of employer would alike misunderstand us. Of course, it is clear that if the average rate were accepted as the minimum, the worker who is at present below the average would be eliminated, the average would thus automatically rise, become in its turn the minimum, and the trade would be committed to a perfectly impossible speeding-up system. The recognized rate must be a minimum, fixed at a reasonable point below the average. The exact point, like the scale of wages and hours, is a matter for negotiation.

Next to the cost-keeping question is that of the alleged scarcity of labor. The contradiction between the statements of the union and of its critics amounts to a disagreement as to what constitutes scarcity. If an employer has to wait a day or two to fill a job, he is apt to complain of scarcity of labor, especially if he has a customer pressing him to turn out a job quickly. The union, on the other hand, is quite satisfied if it can keep its members in jobs, and the scarcity would have to be very great indeed before they were aware of its existence. In bad times the boot is on the other leg, of course. The union is very sensitive on the question of unemployment, and officials and members wear long faces when they are carrying a heavy unemployed list, whereas employers are apt to be conscious of nothing beyond a feeling of satisfaction because they have as many men as they want, and perhaps they notice a reluctance on the part of men to do anything which might lead to their dismissal for fear they might not get another situation. In its endeavor to avoid anything of this kind, and generally to strengthen its position by keeping men away from the waiting-list, the union is accused of encouraging them to take long vacations, meanwhile paying them unemployment benefit. This practice is certainly against the best interests of the trade. If it is indulged in to a sufficient extent to make any difference, it must be a drain upon the funds of the union. In a spirit of true coöperation, the latter ought to agree not to pay unemployment benefit to any man who does not keep himself within call in case of a job. If the union has any reluctance about agreeing to so simple a proposition, it convicts itself of maintaining a kind of semi-strike while professing to be in close coöperation with the employers.

Everything that we have written on this subject goes to show that there is a delicate situation in the trade, which can only be prevented from

breaking up the beneficent coöperative arrangement if both sides show a good spirit. While we condemn, as strongly as any unionist could desire, the unprogressiveness of some employers, not only in this department but in every other, and while we maintain as a cardinal principle that the rights of labor must be maintained in the interests of capital as well as in its own interest, we must protest against the hectoring attitude some labor men assume when once their organization has reached a position of sufficient strength. This may in some instances be a means of venting a long-pent-up sense of wrong inherited from days when the employer had it all his own way. In the photo-engraving trade, however, that is scarcely a likely explanation. But whatever the explanation may be, the attitude calls for unqualified condemnation. On a recent occasion an employer served out slips to his operatives with the object of ascertaining the rate of production on individual jobs, and one man tore up the slip and threw it on the ground before the employer's eyes. Although the employer had explained that his desire was to get statistics of time and cost, he was not believed, though in all transactions he has been trustworthy and honorable in all his dealings with his customers and his employees. The very fact of asking that an individual record be kept of individual jobs so that an average could be computed was sufficient to destroy all confidence and expose him to gratuitous insult. This is one of the answers to the query: Why do some employers insist on running non-union or open shops?



DO YOU REMEMBER?

Photograph by Eugene J. Hall, Oak Park, Illinois.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

THOUGHTS AND COUNTER THOUGHTS—WAVES AND UNDERTOW.

To the Editor:

CHICAGO, October 5, 1916.

I attended, as a "guest," the convention of the United Typothetæ and Franklin Clubs of America, held at Atlantic City last month. There were about one-third as many "guests" (those who had something to sell printers) as there were employing printers, to whom the "guests" all hoped to sell their product or pave the way for a sale at some future time.

Being more of a printer than most of the "guests," having only evolved in the past few years from a buyer and user of printing-tools to a maker thereof, I took a back seat in the convention hall and listened to every word that the public and "guests" were privileged to hear.

E. Lawrence Fell, of Philadelphia, quoted, in his address, some one who said that men had two eyes, one to look at a proposition from their self-interest viewpoint, and the other eye to look at a proposition from the other fellow's viewpoint.

It is always well to get the other side of a proposition. Instinctively, I at first see from the printer's viewpoint. But I have found that the supply men have another viewpoint and that there is yet another viewpoint—that of the public. Becoming a buyer of printing, which I use to help sell my wares to printers, I am beginning to get the viewpoint of the public.

Looking at some of the propositions before the printer from the three different viewpoints, I hardly know "where I am at." Thoughts and counter thoughts keep bumping each other like the waves and the undertow on the beach. I know, as a general proposition, it takes a lot of bumps and hard knocks to overcome instinctive prejudices and clear the way for the truth.

If it could be admitted as basically correct that the only object in life was to get money, get money in any way that the legal forces of the country would not prevent, many of the propositions would be comparatively simple. Just put all the supply men in one camp, the printers in another, and the public, now organized like a jellyfish, in another, and let the battle of wits proceed, with all honor and no questions asked of those who grab the biggest pile of dollars.

But here is a bump right away against that line of thought. The name of Franklin was given to the organization, not because he was a printer, but because he was a printer plus. It was the plus that made him famous. If the *summum bonum* of life to Franklin was dollars, it is a safe bet that if this club had a being and a name it would have some other name than Franklin. What book did printing first give to the world? That book does not advocate the grabbing of dollars as the chief object of life.

Now let us take up, for an example, one of the admittedly lesser propositions before the printers' convention; that is, the government printing of envelopes.

I, as a printer, think that the Government ought not to go into competition with printers. As a printer I can see but little in the contention of the Government that the Government prints return cards on envelopes only to facilitate the return of incorrectly addressed mail. The saving in time and expense to the postoffice more than makes up the low cost to the Government of printing the return cards on envelopes.

But as a buyer of printing and a payer of taxes, I begin to get an idea that there is another viewpoint to that proposition.

Let that counter current of thought run free for a while. Imagine that some time in the future we should find all the supply men in one camp, the printers all in another, and the public in another. The supply men in their councils conclude that if no automatic machinery for printing envelopes was built they could make more money by selling great numbers of hand-feed presses for printing envelopes. If the Government could not get automatic machinery it would not enter into pernicious competition with printers. Therefore, the supply men resolve to use ways and means to crush any printer who uses, or any inventor or manufacturer who makes, automatic machinery for printing envelopes, and to make it so interesting to the walking delegates that they will not permit the men to operate automatic machinery. (There is evidence that even now the supply men sometimes attempt to work along these lines.) The supply men thereupon signal the camp of printers and arrange for a conference.

The silver-tongued orators from the supply men tell the printers that they should ally themselves with the supply men in their great and glorious campaign for more dollars from their common — (what's the word to use?), the people.

The supply men argue that, having only hand-feed machines for printing envelopes, the Government will have to desist from its pernicious competition with printers, and every printer could keep his small presses busy printing envelopes that are now being printed on automatic machinery. The supply men show, by oratory and statistics, that billions of envelopes would have to be printed, and say to the printer, "You ought to be getting seventy-five cents a thousand for all those envelopes. Get a backbone and you will get it."

A "claque" planted among the printers starts a cheer. Another "claque" moves that the sincere thanks of the printer be tendered the great and glorious supply men for their assistance in suppressing the evil practice of the Government in printing envelopes. After the motion is

carried with whoops, the supply men return to their camp and get busy, but they do more than they told the printers they would, for, besides suppressing automatic machinery, they add another cipher to the price of small presses. They tell the protesting printers, "You can just as well pay us a thousand dollars now for a small press as you could one hundred dollars before we helped you get a fair price for printing envelopes."

No, this is not an impossible situation if the trend of some of the thought before the convention is followed out to its logical conclusions.

Shall printers take the spirit of Franklin as their guide, and study to find out what is the price for their product that is at the same time best for the public and best for the printer? Quo vadis? R. O. VANDERCOOK.

THE "AMERICAN PRINTER."

To the Editor: TRENTON, N. J., Sept. 21, 1916.

I often wonder what has become of the perhaps old-fashioned "American Printer" printer, and I recall how my old preceptor in the "art preservative" handed me this book many years ago when I was a "devil" and said, "If you read this book and practice its teachings, you will be a d—d good printer." I did read the book with avidity, and I honestly tried to follow its old-fashioned and yet ever new advice. I remember with pride the day I was twenty-one, when, after serving an apprenticeship of five years and six months, I was called up before the "chapel" and my old "boss" presented me with a pair of Franklin sticks and said, "Here are your working-tools; go out in the world and help educate it." But the most treasured gift that day was a copy of MacKellar's "American Printer," which I have read, and read, and read, and as I write this it lies on my desk beside me, where it ever is, newly covered from time to time it is true, but with its familiar pages thumbled and dirty and worn with handling. All my apprentices have had it, my men often consult it, and it is yet reliable and trustworthy after the lapse of many years.

I have knocked about, as all of us have done, more or less, and in many print-shops I have seen its old familiar form lying on desk or shelf, handy at all times, but in these modern days it has disappeared, for there are artisans now with wonderful mechanisms at their command, who do not have to consult any *vade mecum* as we did—it is in the machine.

I read with interest THE INLAND PRINTER and often see the examples of old-time display, so dear to our hearts in days of yore, torn to pieces and held up to ridicule; but I remember how we used to get a sample of every face in the office in a ball ticket, and I am enclosing an old one for you to look over that I set in 1879. I thought it mighty fine then, but now, if any of my compositors turned out such a job I'd fire them.

And so, I feel like giving a toast: "Here's to you, old 'American Printer,' may the memories and associations called up by a sight of you, linger many years in the minds of the old printers."

AN OLD-TIMER.

NOTE.—We regret that it was impossible to secure a satisfactory reproduction of the program to show in connection with this letter. The specimen was an interesting one, showing the great change that has come about in the styles of typography since the time it was composed.

ORIGINALITY is merely a name for an unusual combination of old material.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

ON September 20 the Dundee *Courier* attained the one hundredth anniversary of its birthday.

IN August printers' wages were increased in Northampton, Bristol, Shrewsbury, Plymouth and district.

THE death, in London, of Frank H. Hare, over thirty years the manager of the *Daily Telegraph's* paper-mill, is announced. He was sixty-eight years old.

THE Glasgow printers have agreed to a proposition of their employers to add a weekly bonus of 2 shillings to their wages. The arrangement is to be in force until six months after the end of the war.

JOHN H. LAMB, of Hertford, has the record of having worked fifty-five years in one office, that of the *Hertshire Mercury*. Now, at the age of sixty-nine, he is still strong and healthy. His father and grandfather worked for the same firm before him, and he boasts that he did not take a holiday during his first twenty-five years of work.

THE registers of the church of St. Ethelburga, Bishopsgate, have been printed privately on a printing-press installed by the rector in the parish room. The entries date back to the second half of the seventeenth century, and are reproduced with the utmost exactness. Genealogists will be glad to learn of this, and will wish that others followed suit.

A COMMITTEE has been appointed by the Federation of Master Printers and Kindred Trades, to take up the question of "Standardization of Paper." It is a difficult subject and one not easy to tackle, but it is hoped that by the printers coöperating with the stationers some useful results may be arrived at. The committee represents the whole of the United Kingdom.

IT is claimed that the paper-supply question appears to be gradually assuming common-sense proportions, one indication being that British exports of paper have increased in the past year by 8.6 per cent, and that the paper-mills are now filling orders much more promptly, and demand and supply are now about even. A number of wholesale houses are reducing their prices and the market generally is reported easier.

GERMANY.

THE well-known bookselling house of J. C. Hinrich, at Leipsic, has reached the age of one hundred and fifty years, which it duly celebrated.

IT is telegraphically reported that an order has been issued that the supply of news paper furnished to the German journals be reduced one-half.

THE printers' machine factory of Rockstroh & Schneider, at Dresden-Heidenau, has declared a dividend of twelve per cent for its last fiscal year, as against nine per cent for the previous year. In addition it is proposed to raise its capital stock from 2,600,000 to 3,250,000 marks.

THE German Authors' Memorial Fund, at Hamburg, issues statistics concerning the "field-library" work. There have been established lazarette libraries with 35 volumes, trench libraries with 30 volumes, and war-prisoners' libraries with 50 volumes (including one-act plays, which prisoners may perform). Up to July 1 of this year, the fund has distributed among prisoners of war: 21,728 volumes in France, 5,245 in England, 1,000 in Switzerland, 280 in

Africa, 20,200 in Russia, 125 in Sweden, 1,158 in Japan, 724 in India, and 836 in various other countries, a total of 51,259 volumes. There were distributed in lazarettos 106,960 books, among troop divisions 193,062, among guard posts 2,225, and among the East Prussian aides 2,155; also specially 4,000 Christmas book donations.

DR. KARL HOFFMANN, publisher of the *Papier-Zeitung*, died July 17, in Berlin, at the age of eighty-one. He was a student of chemistry and machine-building, and gathered much experience in America, which enabled him to issue his monumental work, "A Practical Hand Book on the Manufacture of Paper," which appeared here in the English language and was translated into German and French upon his return to Europe. In 1878 he was made an official of the German Patent Office.

RUSSIA.

THE members of the editorial staff of Russian newspapers have been liberated from the obligation to do military service, by the minister of war, on the ground that their work in organizing the country for the rigorous prosecution of war is of great national importance.

UNLESS climatic conditions prohibit, there ought to be plenty of wood-pulp originating in Russia. In European Russia there are about 447,500,000 acres, in Finland 63,000,000 acres, and in Siberia and Turkestan 853,000,000 acres. This last area alone is greater than the total area of the forests of Canada or that of the forests of America.

A NEW daily newspaper is projected at Petrograd, to be devoted to fostering the interests of commerce and industry. The company behind it is to have a capital of \$23,000,000, it is said, and will have the coöperation of the largest banks and industrial companies of Russia. The prime mover for the new paper is Vice-President Protopopov of the Duma.

FRANCE.

THE work of collecting old paper, inaugurated by Parisian journals, is for the present suspended, because of the enormous quantities brought in by the public.

THE police department of Paris has had occasion to recall to the publishers of its dailies an ordinance that the display headings over news and other matter must not exceed two columns in width.

A SERIES of copperplates, believed to have been engraved by Rembrandt, have been displayed before the Paris Academy of Fine Arts by Coppier, the copperplate engraver. These plates were discovered in the private collection of a certain M. de Beaumont, and it is said that Coppier has been able to fully substantiate the fact that they were really the work of Rembrandt. There are thirty-one plates in the lot, which are all in good condition. Prints from them are equal to prints produced in Rembrandt's day.

SWITZERLAND.

THE exportation has been prohibited of tissue-paper weighing 25 grammes or less per square meter, even when cut up; also of insulating tubes of paper with sheet-iron envelopes.

ACCORDING to official statistics, the export of news paper from this country was 230 times greater in 1915 than in 1913. During 1915, news paper to the value of 1,000,767 francs was exported to France and 4,201 francs to other countries. Comparing the two years, 1915 and 1913, the following values of other papers were exported: Other printing papers than news, 3,253,732—1,034,915 francs (1915—1913); writing and drawing papers, 562,975—

293,495; packing papers, 500,576—109,462; cardboard, and papers coated on one side, 172,966—51,158; parchment and parchment papers, 162,713—7,897; making a grand total for 1915 of 5,657,630 francs as against a total for 1913 of 1,501,833 francs.

TURKEY.

THE daily journals *Ikdam*, *Sabah* and *Tanin*, of Constantinople, print editions of 20,000, 22,000 and 18,000, respectively. The *Osmanische Lloyd*, the organ of the Germans and of the local Swiss colony, prints daily 4 or 6 pages. There are six Greek papers, with circulations from 1,500 to 2,000. Before the war the French journal, *Stamboul*, had a circulation of 8,000, and *La Turquie*, representing Italian interests, 4,000. The *Jeune Turc*, organ of the Nationalistic party, appears in French, and has a circulation of 5,000.

AUSTRALIA.

THE scarcity and high price of paper are apparently turning attention to the possibilities of the great forests of Australia as a source of papermaking woods. It is pointed out that manufacturers should investigate the softwoods that grow so plentifully on the Bulga Plateau, near Wingham. Men who claim to have expert knowledge say that in the pulp of the devastating prickly pear of the Australian forests there are also great possibilities for the papermaker.

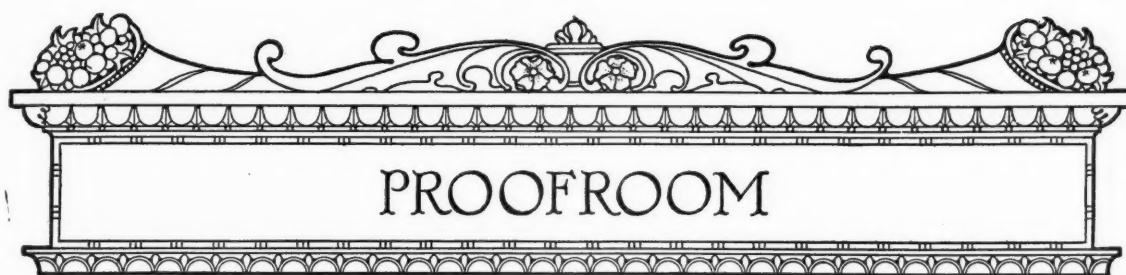
BELGIUM.

It is reported that Governor-General Bissing, because of the scarcity of paper in Germany, has seized the stocks of news-paper rolls which certain Belgian journals had on hand when they suspended publication after the German occupation of the country. Much of this paper had been supplied by Dutch mills, many of whom have not been paid for it.

SPAIN.

A SYSTEM of logotypes and a case for them are being advertised by several typefoundries in Madrid. A doubled

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Correspondence Courses.

W. H. G., Augusta, Maine, asks: "Can you recommend any books that would be of assistance to one who wishes to learn proofreading? Why does not somebody put out a correspondence course in proofreading?"

Answer.—No book has been published which will enable a student to become a good proofreader by study alone. Actual trade experience, and often much experience, is necessary, and in many cases both experience and study fail to develop the needed accuracy of sight and judgment. Books, however, may be very helpful to real students, though there are not many special treatises that are anywhere near exhaustive. The best book that I know of this kind is De Vinne's "Correct Composition," especially its chapter on "Proof-reading," though much of the detailed information necessary is given in various other chapters. The best use of this book will begin with a thorough studious reading of the whole work. It may be obtained from The Inland Printer Company. Another good book is Benjamin Drew's "Pens and Types," published by Lee & Shepard, Boston.

Proofreading may be taught by correspondence, as has been attempted by many, but there must be one marked difference. No misleading promises will be made, and no false assurance given. Correspondence courses will never do what was promised by the school that was most widely advertised, like this from its booklet: "The methods of instruction and the course of study are such that perfection is obtained when the course is completed, and the graduated student has thoroughly mastered the art and science of technical proofreading, and is capable of filling the most exacting position." They must have known that what they promised was impossible. A woman holding their diploma was tested by me, and did not even know that in revising she should repeat on the new proof an error skipped in correcting from the former proof. And when she showed me their course of lessons I could see instantly their inadequacy. But that school no longer exists.

The only reason I can think of why a really thorough correspondence course is not made is that it would be tremendously hard to make it, and almost impossible for the author to be properly paid for it. I wrote a series of articles on proofreading some years ago, and was urgently solicited to use them as a correspondence course, and prepared part of them, which was advertised at a reasonable price, but failed to get any students. The reasonable price was too much, for it could not be reasonable without greatly exceeding the amount commonly charged for correspondence courses. Would-be students seem to expect regular bargain-counter claptrap; and I am not willing or fitted for such dealing—nor is any one who is competent to give the necessary instruction for training one to be a thoroughly qualified proofreader.

The right kind of school will not make any of those blatant promises which can never be fulfilled, and will not pretend that it can make any one perfect at proofreading through a few weeks' perfunctory study at home. It will offer a course of study which, with serious persistent work, will enable the earnest student to accept and hold a position with confidence in his ability to acquire competence through experience. For, after all, proofreading is simply reading proof-sheets of printed matter so thoroughly as to perceive instantly whatever is wrong and indicating what change is needed to make it right. That's all!

Eliminate Hyphens Except in Compound Adjectives!

W. B. S., Lancaster, Pennsylvania, wrote to us: "There seems to be a great deal of confusion and worryment in the proper compounding of words. To obviate this difficulty I would eliminate the hyphen in all cases except in compound adjectives. For instance, the hymn book, the hymn-book committee; a pear tree, the pear-tree blight. By applying this grammatical rule there would be less trouble among proof readers and compositors."

Answer.—This was answered in July, but the answer then given left one large phase of the subject unmentioned, because the answer was restricted to conform to the literal content of the proposition. Evidently our correspondent thought of compounds in the common printing-office classification of terms as two words, a compound, and one word. This makes "compound" mean only a term containing a hyphen, and is technically too convenient for us to offer any objection. But grammatically every word that is made by uniting two primitive words is a compound whether hyphenated or solidified. Steamship is a compound just as truly as if written steam-ship.

The additional point to which I wish to call attention is the fact that there are two ways to omit hyphens. We may separate the primitive words or we may close them together as one. How are we to know when we should write two words and when one? In our letter we have proof reader as two words, in our magazine we print proofreader as one, and my personal choice is decidedly in favor of proof-reader with a hyphen. When I am reading proofs of other men's work the only thing I have any right to do is to use the form chosen by them. Of course my preference for proof-reader means that I think that the best form, and the others choose differently because they think otherwise. All such words are liable to the same variations. I have recently had to pass into print even dress-maker, although until that form appeared in the copy I would not have believed any one would ever write any form other than dressmaker.

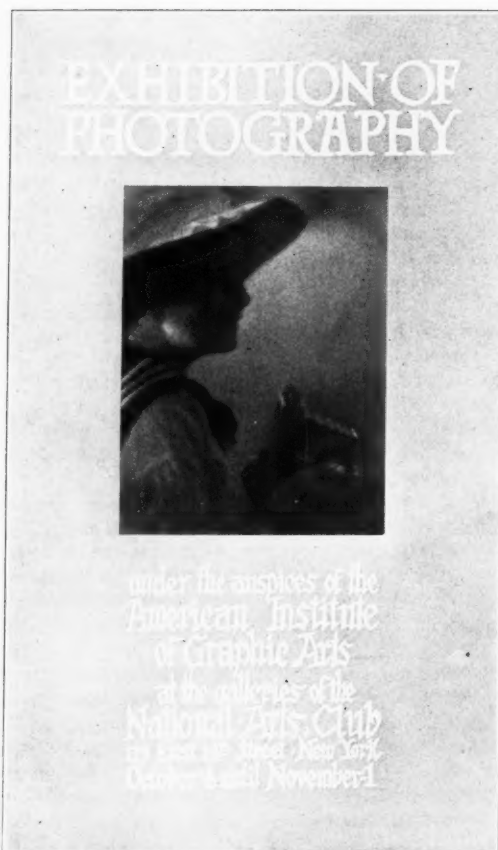
Even D. Appleton & Company insist that in their work anyone, everyone, and someone shall always have the one-word form, and that form is becoming more common every

day, though no one could convince me that those terms should not be any one, every one, and some one. A well-known publisher has ready for press now a large book for which many lines were reset subject to time-charge to eliminate the hyphen from number-words like twenty-one, making them twentyone, thirtyseventh, etc. I certainly never have seen this done elsewhere. On the same work even the compound adjectives had the hyphens eliminated on author's proofs at extra expense.

What is here said is just a slight hint of the prevalent confusion, but it seems to be enough to show that the mere rule to eliminate hyphens except in compound adjectives will never work practically so as to obviate any difficulty.

EXHIBITION OF PHOTOGRAPHY BY AMERICAN INSTITUTE OF GRAPHIC ARTS.

The American Institute of Graphic Arts has once more justified its existence by showing at the National Arts Club, New York, from October 4 to 10, the most interesting



Reproduction of Handsome Poster Announcing Exhibition of Photography by the American Institute of Graphic Arts.

and instructive collection of pictures made through the aid of photography ever gathered in one exhibition.

The evolution of the photographic process since 1839, when Daguerre gave the daguerreotype to the world, up to the wonderful work now done in color photography, was illustrated by exhibits of all the changes that have come in recording pictures by the action of light.

Edward A. Kendrick presided at the opening of the exhibition and introduced Pirie MacDonald, "photographer

of men," who said that "in the early days of portrait photography the problem was how to keep the subject still, and the result was the impression of the outside of a frozen man or woman. To-day the danger is the subject may keep too darned still." Dr. Arnold Genthe told of the progress in color photography, and W. L. Palmer of the great industry the "movies" have become.

Prof. Charles F. Chandler delivered a lecture briefly describing the principal discoveries by experimenters on the action of light on various substances. He illustrated his most instructive talk with examples of the different processes he mentioned.

From the Chandler Museum, at Columbia University, were brought precious treasures, from a complete apparatus for making daguerreotypes to some of the most beautiful prints made by photogravure in color.

Photographers from England, from Canada, and from Seattle to Maine, contributed to this exhibition examples of their art, and the examples themselves prove that the word "art" is not here misused.

Among the curios were photographs of President Lincoln, taken at various periods of his career, and old silver prints and daguerreotypes of other prominent men and women of the past.

An educational exhibit by the Eastman Kodak Company, with portraits of the men who pioneered photography, and beautiful examples of the very latest developments in the recording of color by photography were also well worth seeing.

The list of exhibitors included Karl Struss, Dr. D. J. Ruzicka, Clarence H. White, Dr. Arnold Genthe, Prof. F. E. Ives, Edward R. Dickson, Elias Goldensky, Alvin Langdon Coburn, Arthur D. Chapman, Francesca Bostwick, Pirie MacDonald, H. H. Moore, Blanche Hungerford, F. A. Ringler, Frederick H. Meserve, the Century Company, and about sixty others.

BOOKBINDERS' TERMS IN VARIOUS LANGUAGES.

In looking over a technical dictionary the other day, the writer was struck by the fact that, whereas in several European languages the term which stands for "book-binder" is self-explanatory (*e. g.*, *bookbinder*, *bogbinder*, *buchbinder*), the etymology of this compound term in French, Spanish and Italian is rather different. The French word, *relieur*, is apparently expressive of the function of collecting quires or sheets and *re-arranging* or *re-binding* them in volume form. The Italian word, *legatore*, expresses an allied idea, *i. e.*, that of connecting (ligaturing) a number of loose sheets or quires. In Spanish a bookbinder is an *encuadernador*. The first syllable of this is expressive of the act of putting or enclosing something in a case or frame. The next, *cuad*, signifies that the case is square or four-sided; the compound term *cuaderno* meaning a little book or parcel of sheets taking that form. Thus, the *encuadernador*, literally, is one who puts a parcel of sheets into a square case. The final syllable, *dor*, may or may not have reference to the gilding of the leaves or cover of the book.—*British and Colonial Printer and Stationer.*

AN ADAGE DISPUTED.

"Do you believe in the saying that language is used for the concealment of thought?"

"No," replied Miss Cayenne; "in much of the language you hear you haven't even the comforting suspicion that there may be a thought in hiding." — *Washington Star.*

Written for THE INLAND PRINTER.

THE LITERATURE OF TYPOGRAPHY.

NO. XXXV.—OPPRESSION OF PRINTERS AND THE LIBERTY OF PRINTING (*Continued*), WITH REMARKS CONCLUDING THIS SERIES.

BY HENRY LEWIS BULLEN.



THE British colonies in North America were not free from Authority that desired to dictate the opinions of the Colonists. Sir William Berkeley, royal governor of Virginia, congratulated his sovereign upon the fact that the colony was not cursed with public schools and printing-presses. Our first printer, William Bradford, was arrested and put out of business in Philadelphia in 1692 by the Quakers, because he printed religious opinions contrary to their belief, and about the same time, Bradford's father-in-law, Andrew Sowle, printer, in London, was imprisoned for printing good Quaker doctrine. The first paper in the colonies was suppressed by the royal governor of Massachusetts before its second issue. This was *Publick Occurrences*, Boston, 1690, the only remaining copy of which is that in the British archives, sent to London by the governor as part of his report. The experience of its printer illustrates the precariousness of the occupation to those who wished to do their own thinking, and form their own opinions. Nearly all we know of Benjamin Harris is derived from legal proceedings. July 9, 1679, he started a newspaper in London, *Domestick Intelligence*, and in the latter part of that year he was sent to prison for sedition. The trial had enough interest to warrant the printing of a report for public sale: "A Short but Just Account of the Tryal of Benjamin Harris upon an Information brought against him for Printing and Vending a late Seditious Book called An Appeal from the Country to the City for the Preservation of His Majestie's Person, Liberty and Property and the Protestant Religion," London, 1679, folio, pp. 8. His Majesty did not wish to be preserved by Harris' method, and sent him to the infamous Chief Justice Scroggs, whose special antipathy was printers. In 1681 Harris was in trouble again for printing a book upholding Puritan ideas. In 1690 he was in Boston, where he issued and is credited with compiling that celebrated and most popular work, "The New England Primer," in the same year, besides issuing "An Almanac for the Christian Year 1691." His name appears on a number of books until 1694, when he returned to London in the vain hope that the period of persecution had ceased, leaving a relative, Vavasour Harris, to close his affairs (*vide* Littleton's "Early Massachusetts Press"). And, finally as to Harris, after the foregoing was written, we chanced to scan a "Report of Warrants issued by the Secretary of State," twenty-three of which were for the arrest of printers, from which it appears that in December, 1711, a writ of *habeas corpus* was issued for the seizing of Benjamin Harris, for printing scandalous and seditious libels in *The Protestant Post-Boy*, Nos. 36, 37 and 38. They were neither scandalous nor seditious, but the last view we have of the first American newspaper publisher shows him once more on the way to Newgate prison.

The first independent American newspaper that actually got agoing was James Franklin's *New England Courant*, first issued in Boston in 1721. Within a year Franklin was in prison and ordered to quit publishing a newspaper. It was on this occasion that young Ben Franklin, the apprentice, as temporary publisher, first got his name into print.

In 1733 book burning was introduced in America. Certain issues of New York's second newspaper, John Peter Zenger's *New York Gazette*, were burned and Zenger imprisoned for several months for printing:

The people of this city and province think, as matters now stand, that their liberties and properties are precarious and that slavery is likely to be entailed upon them and their posterity if some past things are not amended.

Zenger was brought to trial in 1735. Two lawyers employed to defend him were disbarred for daring to dispute with the judges. Finally, a Philadelphia lawyer procured his acquittal after a remarkable trial, in which the jury defied the court and for the first time in history established the principle that a jury may determine whether a statement is or is not libelous. Theretofore, all a jury was permitted to do was to find whether the culprit printed or did not print the alleged libel. This verdict was so popular that the lawyer was presented with the freedom of the city, Zenger was made city printer, and his paper flourished. Our bibliography lists several reports of this historic trial, all quite rare, which excited even more interest in England than it did in America.

One of the more interesting episodes of typographic history was the vogue of pamphlets in England during the various revolutions which followed upon the separation of the Church of England from the Roman Catholic Church. The first prohibitions in England were against the Scriptures in English and the works of the Lutherans. When Henry VIII. turned against Rome there was little Roman Catholic literature to suppress. In all, he condemned to be burned eighty-eight books, all English and all Protestant. His son was an ardent Protestant, and enacted laws to circulate the Scriptures and prayer-books in English. The short reign of Edward VI. was followed by that of Mary, a Catholic, who burned and suppressed both the books and bodies of heretics. She it was who prohibited printing elsewhere than in London, Oxford and Cambridge, and granted a monopoly of printing to the Company of Stationers. The persecutions of Mary were effective in making England permanently Protestant. She was followed by Elizabeth, in whose time originated the fight between episcopal Protestants and the Puritans. Both parties were loyal to the Queen, but the bishops tried to suppress the Puritans. The Puritans' weapons were pamphlets, some printed on secret presses, many printed in Holland. Thousands of these were circulated, and there were almost as many in reply, printed by the licensed printers. When any unlicensed printer was discovered he was punished by fine and imprisonment and his plant confiscated. A few had their hands or ears cut off. The dispute was primarily about church ceremonies and vestments and printed prayers, all of which the Puritans regarded as papistical. These disputants eventually formed opposing political parties, and as each alternately came into power there were beheadings, confiscations, mutilations and imprisonments, and an incessant issue of pamphlets. These secret printers were of the reform party, and zealous, doing their dangerous work for conscience' sake. Their spirit is illustrated by the verses added by the printer of a pamphlet, "Certain Articles Collected by Bishops":

Thys worke is fynished thanks be to God
And He only will keepe us from the searcher's rod.
And though Master Day and Toy watch and warde
We hope the living God is our sauegarde.

Day and Toy were masters of the Company of Stationers, whose duty it was to discover unlicensed presses.

No series of pamphlets was more popular than the celebrated Marprelate Tracts, which were purported to be "Printed oversea in Europe, within two furlongs of a Bouncing Priest, at the Cost and Charges of M. Marprelate, Gentleman." These were actually printed in England, and their history is typical of the pamphleteering movement, and are also important as having a great influence in establishing that party (political and religious) which afterward was known as the Puritan, and which in England is now known as the Non-Conformist or Dissenters, comprising the bulk of the so-called Middle Class. Seven Marprelate pamphlets and one broadside were issued during the years 1588 and 1589. The first was a reply to "A Defence of the Government established in the Church of Englande for Ecclesiasticall Matters," a ponderous folio of 1,410 pages. Within a month the Government ordered a strict search for the "author and abettors of this seditious book," and the history of this search is found in various official reports, highly complimentary to the influence of the pamphlets. Queen Elizabeth issued a proclamation against the Marprelate pamphlets, and more than a score of pamphlets were issued in reply to them. The history of their printing opens with a record of the Stationers' Company that Robert Waldegrave (the first Puritan printer) entered a book, title to be supplied later. A month later the Stationers' Company seized Waldegrave's plant and destroyed it. Waldegrave hid in a house in East Molesey, procured another outfit, and printed various pamphlets, including Marprelate Tract No. 1. He then moved his outfit to the residence of a gentleman in Fawsley, where No. 2 was printed. Nos. 3 and 4 were printed in Coventry. Here the search caused the printer to fly to France, sending his outfit into Scotland. Three other printers were then engaged (for these "tracts" were not short affairs), a new outfit was procured, and Nos. 5 and 6 were issued from Wolston, the printers and outfit leaving the same night for Warrington. The outfit was on a dray covered with hay, but an accident spilled some of the types, arousing curiosity, which led to the arrest of the printers while busy on a tract which did not issue. The printers were taken to London and put to the torture by rack, on which one made a statement implicating several persons. Meanwhile another printing outfit was procured and No. 7, "The Protestatyon," was issued from an unknown retreat. Eventually ten persons were arrested, some of whom were imprisoned and three sentenced to death, for the crime of disputing the right of Protestant bishops to compel Protestant parsons to wear certain vestments and read certain prayers. Notwithstanding the special effort to apprehend all persons concerned, it is not known who was the author. The authorship remains as much a mystery to-day as the authorship of Junius' "Letters to the King," for printing which in 1770 several printers were punished; but in 1912, J. Dover Wilson, in his work, "Martin Marprelate and Shakespeare's Fluellen," offers a theory that the author was Sir Roger Williams, the ablest general of the Elizabethan period, the prototype of Shakespeare's Fluellen, a man close to Elizabeth at the very time she was urging the arrest of "Marprelate." Mr. Wilson's plot is ably and ingeniously developed, and worthy of attention. He is the first to connect Williams with the controversy. Thus commenced the troubles which brought about civil war, the Commonwealth and the Revolution of 1688. During this century of turmoil great advances were made in political and religious liberty. There were, it would seem, more secret and unlicensed printers than those who were licensed.

We find precisely the same conditions now prevailing in Russia, where printing is not free, and where numerous secret printers are assisting the propaganda for liberty. The pamphlets and broadsides issued by brave printers at grave risk were the seeds of liberty in England and Scotland, and in Russia the same seed will surely bring forth the same fruit.

The records show that hundreds of books were sentenced to be burned by one party or another, as it had the power. One of these acts has come into our possession, and is here reproduced. The book condemned, the "Racovian Catechism," is one of the earlier exemplifications of the respectable sect known as Unitarians, who are very tolerant people, probably because they do not believe quite as much as the sect which burned their catechism. As for the printers, when found, there was little mercy. John Stubbs and his partner had their right hands cut off for advising Queen Elizabeth not to marry a papistical prince. Alexander Leighton in 1628 was whipped, pilloried, lost both ears, had his nose slit, and was branded on both cheeks "S. S." (sower of sedition) for issuing "Syon's Plea against the Prelacy." Notwithstanding his antipathy to bishops, his son became an archbishop. William Carter (1588) "was hanged, bowelled and quartered." John Twynn (1663) was "drawn on a hurdle to the place of execution, there hanged by the neck, and, being alive, cut down, his privy members cut off, his entrails taken out, his head cut off, and his body divided into four quarters, to be exhibited in five places in the city." John Tutchin (1687) was whipped through several towns, with such severity that he petitioned to be hanged. He lived to establish *The Observer*, in London. In Howell's "State Trials" an account is given of the prosecution of William Anderton (1693) for printing two "treasonable" pamphlets. There had been a brief period of unlicensed printing after James II. was deposed, but on February 13, 1692, the prohibitions were renewed, and licenses limited to twenty printers. Anderton's real offense was printing without a license. The bailiff of the Company of Stationers testified that upon moving a bed upon wheels, he found a door opening into a concealed room in which was a printing-press and type. It has since been proved that the alleged treasonable pamphlets were not printed by Anderton, but had been sent to him unasked by certain enemies the day before his arrest, nevertheless the barbarous punishment for treason was inflicted: "To have the heart and bowels torn out and burnt, and the body quartered and set up or disposed of as Authority orders." This sentence offended public opinion so much that in 1694 the monopoly of the Company of Stationers was finally discontinued, although the aggressions of the Government against printers did not cease for many years. The Company of Stationers, of course, made strenuous efforts to maintain their monopoly. While the data for this article were being assembled, the Typographic Library and Museum came into possession of four broadside petitions relating to this debate, two for and by the Company and two in reply, which are so rare as to have hitherto escaped the scrutiny of bibliographers and historians. All of them are anonymous. The first is "An Account of Several Considerable Services that have been done to the Government by Virtue of the Powers given by the Act for Printing, since the last Continuation thereof, February 13, 1692, shewing that there have been Five Private Presses and many Treasonable Pamphlets and Libels discovered and seized within less than Two Years." The titles of thirty-four pamphlets and books issued by one of the secret presses are given.



Votes of Parliament

Touching the Book commonly called

The RACOVIAN CATECHISM.

Mr. Millington Reports from the Committee to whom the Book (Entituled, Catechesis Ecclesiarum quæ in Regno Poloniae, &c. commonly called The Racovian Catechism) was referred, several Passages in the said Book, which were now Read.

Resolved upon the Question by the Parliament,



That the Book Entituled, Catechesis Ecclesiarum quæ in Regno Poloniae, &c. commonly called The Racovian Catechism, doth contain matters that are Blasphemous, Erronious and Scandalous.

Resolved upon the Question by the Parliament, That all the printed Copies of the Book, Entituled, Catechesis Ecclesiarum quæ in Regno Poloniae, &c. commonly called The Racovian Catechism, be burnt.

Resolved upon the Question by the Parliament, That the Sheriffs of London and Middlesex be authorized and required to seize all the printed Copies of the Book, Entituled, Catechesis Ecclesiarum quæ in Regno Poloniae, &c. commonly called The Racovian Catechism, wheresoever they shall be found, and cause the same to be burnt at the Old Exchange London, and in the New Palace at Westminster, on Tuesday and Thursday next.

Friday the Second of April, 1652.

Resolved by the Parliament, That these Votes be forthwith Printed and Published.

Hen: Scobell, Cleric. Parliamenti.

London, Printed by John Field, Printer to the Parliament of England. 1652.

They seem harmless enough. In another case eleven titles are given, one of which was "A Brief and Clear Confutation of the Trinity," which was publicly burned by order of both houses of Parliament. The printer, James Dover, was in Newgate prison, with others, though some had escaped. Three printers were found guilty of high treason, one of whom was Anderton. Other printers were under suspicion, one of whom was Andrew Sowle, the Quaker, father-in-law of Philadelphia's first printer. A second broadside deals with the commercial side: "The impoverishment and ruine of hundreds of English families and the enriching of the Dutch printers"—the usual lament of monopoly for the widows and orphans! The answers allege oppression, and state that because monopoly prices are one-third too high, many thousands of books in English are brought over from Holland. The case of John How, printer, is cited. He printed "The Assembly's Catechism" (a perfectly orthodox Presbyterian book, in world-wide use), but being unlicensed, he was prosecuted for printing "a treasonable and seditious book," thrust into prison for three years, and compelled to sell for £40 a printing outfit that cost him £200. England even then was boastful of its freedom, and had much more of it than the countries of France, Germany, Spain and Italy, but its brave or rash pamphleteering-printers had still much good work to do. Meanwhile, are we not justified in treasuring these protesting broadsides as early charters of the liberty of printing; for such we esteem them to be. The latest barbaric punishment of a printer in England occurred in 1719, when John Matthews, a young printer, was executed for "high treason" for printing a pamphlet, "Vox Populi, Vox Dei"; the sentence, imposed by eleven judges, was as horrible as usual, but "through favor his corpse unquartered, was buried in the Church of St. Botolph." The voice of the people loudly resented this execution, riots occurred, many printers were arrested and fined, but Authority then concluded that in this barbarism it had reached its limit (*vide* "Life of Thomas Gent, Printer, of York").

Andrew Marvell (1620-1678), one of England's greater wits and patriots, was, like his friend, John Milton, a defender of the freedom of printing. It will do every printer good to read his comments on printing in those years of oppression:

The press, invented much about the same time with the Reformation, hath done more mischief to the discipline of our church than all the doctrines can make amends for. It was a happy time when all learning was in manuscript, and some little officer did keep the keys of the library. Now, since printing came into the world, such is the mischief, that a man cannot write a book but presently he is answered. There have been ways found out to fine, not the people, but even the grounds and fields where they assembled! but no art yet could prevent these seditious meetings of letters. Two or three brawny fellows in a corner, with mere ink and elbow-grease, do more harm than a hundred systematic divines. Their ugly printing letters that look like so many rotten teeth, how oft have they been pulled out by the public tooth-drawer; and yet these rascally operators of the press have got a trick to fasten them again in a few minutes, that they grow as firm a set, and as cutting and as talkative, as ever. Oh, printing! how hast thou disturbed the peace of mankind! Lead, when moulded into bullets, is not so mortal as when founded into letters! There was a mistake sure in the story of Cadmus, for the serpent's teeth which he sowed, were nothing else but the letters which he invented. The first essay that was made toward this art, was in single characters upon iron, wherewith of old they stigmatized slaves and remarkable offenders; but a bulky Dutchman diverted quite from its original institution, and contrived these innumerable syntegems of alphabets. One would have thought in reason, that a Dutchman at least, might have contented himself only with the wine press.

"Bluff King Hal" started the difficulties of English printers by his broadside of 1530: "A Proclamation made and diuysed by the Kyngis highness, with the aduise of his

honorable counsaile, for dampning (damning) of erroneous bokes." The "dampning" was done by burning Lutheran books. In 1539 this kingly villain issued a broadside, "Proclamation to all and synguler Prynters and Sellers of Books not to prynte any Bible in the English Tongue, of any manner of volume duryn the space of fyve yeres." From 1530 to 1839 there were thirty-two acts put into operation for the oppression of printers in various ways. The most celebrated of these is "A Decree of Starre-Chamber concerning Printing, made the 11th day of July past," 1637, 4to, pp. 31, in the reign of Charles I., "one of the most atrocious laws ever enacted in 'this land of liberty,'" to quote an English historian. This act was reprinted, with notes, in 1884 by the Grolier Club of New York, its first publication, which now has an extraordinary value. The printing and the explanatory notes were done by De Vinne. Under the Commonwealth the decree of 1637 was annulled, and printers were allowed greater liberty, especially when Cromwell was Lord Protector, in 1653. The Puritan parliaments made laws regulating printing in 1641, 1642, 1643 and 1647. The act of 1643 was opposed by John Milton, a member of the parliament, in that speech which is now regarded as a masterpiece of prose eloquence and composition, "Areopagitica: A Speech of Mr. John Milton for the Liberty of Unlicenc'd Printing. To the Parliament of England"; London, 1644, 4to, pp. 42, which Prescott, the historian, declared to be "the most splendid argument, perhaps, the world had then witnessed on behalf of intellectual liberty." The effect was to modify the act and to secure the appointment of twenty-four experts to serve as licensers and censors. Milton's speech has been reprinted in hundreds of editions, and deserves a place in the home of every printer. It is never "out of print," as any bookseller will know. The veritable act appointing the twenty-four censors is before us as we write.

In England, in later times, while the spirit of the laws has been adverse to printers, the execution of them has been modified by public opinion. The libel laws continue to be unjust. In 1725 a law required every sheet of paper used in printing a newspaper to be stamped before printing. The printer sent the sheets to the stamp office, where the stamp was embossed on them. Each stamp in 1761 cost 2 cents; in 1776 the cost was advanced to 3 cents; in 1789, 4 cents; in 1797, 7 cents; in 1815, 8 cents; and in 1836 the stamp was reduced to 2 cents. This reduction caused an increase of 18,000,000 in the circulation of newspapers in 1837, justifying the promise of long agitation against the tax. In 1831 it was shown that the tax amounted to \$5,000,000, of which \$760,000 was on advertisements. In that year eight newspapers of New York printed 1,456,416 advertisements, while 400 published in Great Britain printed only 100,000. These taxes illustrated the antipathy of the aristocratic class to the newspapers. The stamp tax was not abolished until 1853. In 1819 it was required that each publisher must enter into a recognizance of \$1,500, with sureties, which was increased in 1830 to \$2,000, to provide for damages awarded for libels. This act was not repealed until 1869.

Newspapers are permitted to report debates of parliament not by right, but by courtesy. On the other hand, the parliament does not publish an official report of its debates—that is left to private enterprise. In 1738, when the newspapers were quite generally printing reports of the debates, parliament discussed means to stop the practice, and one member urged that if the reports were continued, "they should be looked upon as the most contemptible assembly on the face of the earth," and another

said that "parliament, when they did amiss, would be talked of with the same freedom as any other set of men whatsoever." Theoretically and by letter of the law to report the debates is still illegal, but who would dare prevent it? Theoretically, in like manner, the king is all powerful, and officially continues to speak of "my army," "my people." This is a mere fiction, but in England the good-natured effort is to prevent royalty from "losing face" and always there is a powerful element that secretly wishes the fictions were made facts again.

Finally, the forming of a collection of items relating to the liberty of printing may be recommended to book-lovers and students of the history of typography. A study of this literature convinces us that no authority is wise enough to regulate the kind or quality of books people may read. The intellectual progress of the world requires freedom of printing and selection. What was once heresy to-day is accepted as conservative truth. The right of dissent is the supreme right.

In Conclusion.

In ending these articles, I desire to express my appreciation of the broad editorial policy of *THE INLAND PRINTER*, the only printing-trade periodical in our language in which it is possible to have such articles published. A file of this widely read periodical is our only history of printing and the only comprehensive record of the ideals and aspirations of printers since its first issue in 1883. The test of its excellence (and one difficult to meet) is that one may pick up any of its fifty-seven volumes and find information which has current value and interest. It is an efficient publication, and its editor-in-chief, who has earned this praise, has done more than any other man to advance the status and earning capacity of American printers, as well as not a few in foreign countries, both through his editorial policy and in the important educational activities which center around *THE INLAND PRINTER*. If his pleasure in his important work is equal to his modesty, he is truly a happy man. I believe that the excellent technical aims of printing-trade periodicals should be tempered by something of the higher education which has inspired so many great typographers and tends to create a sentiment of admiration for our art of printing which will surely enhance its Reputation with the general public. To say that Printing is great and glorious is meaningless praise to the too numerous printers who are ignorant of its history.

Every printer, whether employer or employed, can not fail to be benefited both in lasting enjoyment and in his business status by studying the literature of his profession. Man can "live by bread alone" just as well as any other animal. The real human is developed intellectually, and necessarily, by means of books, which furnish the solid foundation upon which the real progressives must build. Many men, "smart" enough and successful in business, believe that they are doing very well without the aid of books, except to kill time; but they are living in the light reflected by books, which they absorb indirectly and unconsciously. So long as books are printed, no man intelligent enough to be a printer (even an inept one) can escape the good influences of the experiences of past generations preserved in books. The "fool who says in his heart there is no God" is no more foolish than the man who thinks he is getting along without the aid of books.

And if books, why not books about printing and printers for the printers' home libraries? They relate to the most beneficial and marvelous occupation practiced by

men. They relate to the earliest art — Writing — of which typography is the latest development, though possibly and probably not the ultimate. Buy books about printing. Most of them are out of print, but can be readily procured from any good bookseller. Among booksellers in America, I have found Mr. C. E. Goodspeed, 5a Park street, Boston, invariably efficient and trustworthy, and with an extensive knowledge of typographic literature and mementos, prints, autographs, medals, broadsides, etc.

During the progress of these articles, written in the "leisure" hours of a strenuous business life, I have been pleasurably encouraged by appreciative letters from a number of the "salt" of typography in America and Great Britain. To them, hearty thanks and all good wishes. If there are others who have been interested, let them also write, for in time we who are true book-lovers and proud printers may get together and do something in honor of printing along the lines upon which printers in Europe proceed. However good and sound our aspirations may be, they are of little use until embodied in action. Can anything be done to establish a National Historical Typographical Society? Are there enough of the true followers of De Vinne to accomplish something worthy of the Art which created all other Arts?

BIBLIOGRAPHY.

The books and broadsides mentioned in these articles are to be seen in the Typographic Library and Museum, Jersey City, founded by the American Type Founders Company in 1908, to which all printers and those interested in printing are cordially invited. The collection relating to the liberty of the press contains, in addition, a number of original acts and edicts regulating printing issued in France, Spain, Holland and Germany. Original decrees and items relating to them are arranged chronologically.

A Decree of Starre-Chamber concerning Printing, made the 11th day of July past (1637). London, 4to, pp. 63.

Same, with notes by Theodore L. De Vinne. New York: Grolier Club, 1884, 8vo, pp. 83. First book issued by the Grolier Club, edition limited to 150 copies; now scarce; has sold for as much as \$210; its true value is now about \$100.

Expresse Commands from both the Honourable Houses of Parliaments (etc.), Part III. That the Abuses of Printing be likewise Reformed, and publishing of Obnoxious Matters in Pamphlets be severely punished. London, 1641, 12mo, pp. 8.

A Speciaall Order of both Houses concerning Irregular Printing and for the Suppressing of all False and Scandalous Pamphlets. London, 1642, 12mo, pp. 8.

Die Jovis, 9 Martii, 1642. It is this day ordered by the Commons House of Parliament: (Follows instructions for entering suspected houses and demolishing secret printing-plants and arresting the printers). A broadside.

An Order of the Commons in Parliament, Prohibiting the Printing or Publishing of any Lying Pamphlet Scandalous to His Majesty or to the Proceedings of both or either Houses of Parliament. London, 1642, 12mo, pp. 8.

An Order of the Lords and Commons Assembled in Parliament for the Regulating of Printing and for Suppressing the late great abuses and frequent disorders in Printing many False, Scandalous, Seditious, Libellous and Unlicensed Pamphlets, to the great defamation of Religion and Government. Also, authorizing the Master and Wardens of the Company of Stationers to make diligent search, seize and carry away all such Books as they shall find printed or reprinted by any man having no lawfull interest in them, being Entred into the Hall Book to any other man as his proper Copies. Die Mercurii, 14 June, 1643. London, June 16, 1643, 12mo, pp. 3. This evoked the magnificent protest of Milton (see below).

A Particular of the Names of Licensers who are appointed by the House of Commons for Printing, according to an order of the Lords and Commons dated the 14th of June, 1643. London, 12mo, pp. 4.

Hunsco, Joseph: The Humble Petition and Information of Joseph Hunsco, Stationer, to both the Honourable Houses of Parliament now Assembled, in Vindication of Himselfe and the Company of Stationers. London, 1646, 12mo, pp. 8.

An Ordinance of the Lords and Commons assembled in Parliament against Unlicensed or Scandalous Pamphlets and for the better Regulating of Printing. London, 1647, 16mo.

An Order of the Commons in Parliament, Prohibiting the Printing and Publishing of any Lying Pamphlet Scandalous to His Majesty or

to the Proceedings of both or either Houses of Parliament. London, 1647, 12mo, pp. 8.

An Act against Unlicensed and Scandalous Books and Pamphlets and for the better Regulating of Printing. London, 1649, 8vo, pp. 17, printed in black-letter by order of the Puritan parliament, in the same year in which Charles I. was beheaded.

L'Estrange, Roger: Considerations and Proposals in order to the Regulation of the Press, together with diverse Instances of Treasonous and Seditious Pamphlets, proving the necessity thereof. London, 1663, 12mo, pp. 33. L'Estrange, a printer and publisher, was the licenser of printing, and his proposals are here more stringently oppressive than were ever enacted or decreed. He was, however, knighted for his zeal. These proposals are reprinted in Timperley's "Dictionary of Printers and Printing," pp. 532-540, and are most entertaining in the light of the better measure of liberty we now enjoy.

Philopatris. A just Vindication of Learning or an Humble Address to the High Court of Parliament in behalf of the Liberty of the Press. London, 1679, 12mo.

Reasons humbly offered for the Liberty of Unlicens'd Printing, to which is subjoined, The Just and True Character of Edmund Bohun, the Licenser of the Press. London, 1693, 12mo, pp. 32.

A Letter to a Member of Parliament shewing that a Restraint on the Press is Inconsistent with the Protestant Religion and Dangerous to the Liberties of the Nation. London, 1698, 12mo, pp. 32.

A Letter to a Member of Parliament shewing the Necessity of Regulating the Press. Oxford, 1699, 12mo, pp. 67.

Reasons Against Restraining the Press. London, 1704, 12mo, pp. 32.

Arguments relating to a Restraint upon the Press (etc.) with Proposals humbly offer'd to the consideration of both Houses of Parliament. London, 1712, 16mo, pp. 52.

The Doctrine of Innuendo's Discuss'd; or the Liberty of the Press Maintain'd; being some thoughts upon the present treatment of the Printer and Publishers of *The Craftsman*. London, 1731, 12mo, pp. 26. Between July 29 and January, 1730 (O. S.), the printers of *The Craftsman* were arrested four times. The first arrest we find in the records was in May, 1718. The above pamphlet is a vigorous and sensible protest.

Farrer, James Anson: Books Condemned to be Burnt. London, 1892, 18mo, pp. xii, 206.

(Harris, Benjamin.) A Short but Just Account of the Tryal of Benjamin Harris upon an Information brought against him for Printing and Vending a late Seditious Book called An Appeal from the Country to the City for the Preservation of His Majesty's Person, Liberty and Property and the Protestant Religion. (London), printed in the year 1679, folio, pp. 8.

Milton, John. Areopagitica: A Speech of Mr. John Milton for the Liberty of Unlicens'd Printing. To the Parliament of England. London, 1644, 4to, pp. 42. This being one of the standards of English literature, it has appeared in many editions, and will probably continue to be reprinted as long as learning lasts. One of the most desirable editions is that of the Grolier Club, with an Introduction by James Russell Lowell, New York, 1890, of which 328 copies were printed. Several of the eminent private or limited edition presses have reprinted this defense in handsome style, among them the Dover Press, the Riverside Press and the School of Printing maintained by the Lakeside Press (R. R. Donnelley & Sons Co.).

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Zenger, John Peter. A Brief Narrative of the Case and Tryal of John Peter Zenger, Printer of the *New York Weekly Journal*. New York: Printed and Sold by John Peter Zenger, 1736, folio, pp. 40.

(Zenger.) Remarks on Zenger's Tryal, taken out of the *Barbados Gazette*, for the benefit of students of law and others in North America. 1737, printer unknown.

The Zenger "Narrative" was reprinted in 1738 by Thomas Fleet, Boston; by J. Wilford, London (who issued four editions that year); by J. Roberts, London, and by an unknown English printer. In 1750 J. Wilford issued his fifth edition. In 1752 by P. Brown. In 1756 by W. Dunlap, London. In 1765 by J. Almon, "to which is now added, being never printed before, the Trial of Mr. William Owen, bookseller and printer, who was also charged with the publication of a libel against the government." In 1770 by John Holt, New York. In 1784 by London printer, unknown. In 1799 by Boston printer, unknown.

It was incorporated into collections of famous trials in 1741, 1816 and 1841. Of these the Typographic Library has Wilford (fourth edition), 1738; Almon, 1765, and Holt, 1770. It is difficult to form a complete collection.

(Zenger.) The Complaint of James Alexander and William Smith to the Committee of the General Assembly of the Colony of New York, 1735, large folio, pp. 19, doubtless printed by Zenger; very scarce. These were the lawyers disbarred for their zeal in defense of Zenger.

THE UGLY NOT POPULAR IN AMERICA.

The article entitled "Cultivating the Ugly," in the September issue of *THE INLAND PRINTER*, has been endorsed by artists, advertisers, publishers and people of good taste generally. Mr. Horgan, of our staff, who wrote this protest against this foreign invasion of the ugly in art, struck a popular note, to judge from the letters of approval that have been received. It was a case where it was everybody's business and still nobody's business. Vulgarity and nastiness were pushing forward in drawing for publicity until incompetent artists were at a premium, but now that attention has been called to it in such a forcible manner we will see less and less of this decadent art in advertising.

Carroll Beckwith, the well-known American painter, was the first to commend the article, and he wrote, in part, as follows:

"I am greatly pleased to see *THE INLAND PRINTER* attracting public attention to the blatant vulgarity of the so-called 'Modern Art,' as expressed in advertising. In the last paragraph of the excellent article, where you allude to the intoxicated woman on the street attracting more attention than the lady, you sum up the popular idea of advertising in the minds of people who have no ideas. In the language of Josh Billings: 'Everybody will stare and laugh at a monkey, but no one respects him.'

"If we had one draughtsman in our country who was capable of doing such posters as Mucha made in Paris ten years ago, our advertisers might see the difference between beauty in art and the vulgarity and ignorance which pervade not only our posters, but, alas, many of our magazine covers and their illustrations."

W. A. Rogers, famous cartoonist of the *New York Herald*, writes: "Hope your propaganda may be successful. The trouble is a set of our young American artists are imitating the degenerate stuff you attack."

William C. Ostrander, artist and designer for Eaton-Crane & Pike Company, writes: "It is true, every word of it, and I am glad that a reaction is setting in. May it lead to a return of the sane and the beautiful."

Thomas Nast Fairbanks, Japan Paper Company: "I am thoroughly in accord with you."

Edward A. Kendrick, president, Redfield-Kendrick-Odell, printers, wrote: "Have read with a good deal of interest *THE INLAND PRINTER*'s article on the subject of 'Cultivating the Ugly,' and take this opportunity to accord my hearty condemnation of the so-called 'Modern Art,' which, as you so clearly point out, is neither 'modern' nor 'art.' Like all fads, it must run its course, but the return to the element of simplicity in design, which is also the element of beauty, is inevitable and must come sooner or later."

John A. Tennant, of Tennant & Ward, publishers, writes: "Your protest is timely and welcome. For a year or two past I have wondered at the patience and tolerance with which so many schools of design, art groups and the like have received this foreign invasion of modern decorative art in America. Most of their stuff is plainly atrocious and some of it positively indecent."

EXAMPLES *of*
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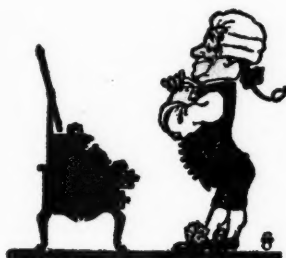
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868 Praetorian Block, Dallas
South-western Phone M-888

The Difficult Business *of MANAGING* *A Home*

Answering some of
its problems



Thomas Raymond Ball

DESIGNER DECORATOR COSTUMER

61 WEST 46TH STREET
NEW YORK



MARCH 1916

TIME to think of Spring Advertising, Booklets, Catalogs, Announcements, and the various ways to attract trade by the printed word. We can help you with designs and copy, and good printing

THE MARCHBANKS PRESS
DESIGNERS ENGRAVERS PRINTERS
TELEPHONE STUYVESANT 1197
114 EAST 13TH STREET NEW YORK

MARCH 1916

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



AUGUST 1916

APRINTED message should be easy to read and should carry its meaning simply and directly to the mind of the reader.

The arrangement of the type should help the reader to get at the meaning of the words simply and directly.

Good type composition *makes* your print attractive, easy to read and understand.

The man who intelligently appreciates good type composition will be interested in the kind we do.

THE MARCHBANKS PRESS

Telephone STUYVESANT 1197
114 East 13th Street New York

August 1916

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
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Henry Lindenmeyr & Sons

DISTRIBUTORS OF PAPERS

32-36 BLEECKER STREET, NEW YORK

20 Beekman Street, New York 32 Clinton Street, Newark, N. J.

To _____

Dignity, Beauty, Grace

and added to these

An infinite capacity for
Service

Voluntary TRUSTS

SUGGESTING how those who have accumulated WEALTH may arrange to *enjoy* its full benefits; and pointing out a few instances wherein the SERVICES of the *Trust Company* may be utilized to advantage by individuals.



Franklin Trust Company
NEW YORK & BROOKLYN




Voluntary TRUSTS

THE word "*estate*" conveys to many people no other meaning than the real or personal property of deceased persons, which must be divided and administered in accordance with the terms of a will, or in accordance with intestate laws where there is no will. Many also believe that the connection of a *Trust Company* with an estate arises only after death. This, however, is not necessarily the case, as the management and control of the *estates* of individuals who are still alive

VROOM

INVITES YOU TO INSPECT
HIS FALL AND WINTER WOOLENS AND MODELS
FOR 1916
279 FIFTH AVENUE AT 30TH STREET
NEW YORK CITY

WORK OF THE MARCHBANKS PRESS NEW YORK CITY.



APPRENTICE PRINTERS' TECHNICAL CLUB

BY J. L. FRAZIER.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman Street, Chicago.

"Gingerbread."

TIME was when rule-twisting was "all the rage" in the printing business. With prodigious labor, enterprising and ambitious compositors would bend and twist rules into all manner of shapes—circles, diamonds, hearts and what not—the idea apparently being to see who could erect the most intricate arrangement. Somewhere in the recesses of the rule-and-ornament combination the type would be tucked away in such a manner as to be as inconspicuous as possible. The idea that printing should serve a commercial purpose in the promotion of sales—or that

of some architectural design built up with rules and ornamental devices patted and squeezed into the desired shape. Marvelous it was—but mighty poor printing.

Rule-twisting machines are no longer sold, and compositors do not spend ten to fifteen hours bending and twisting rules around jobs which are better set in fractions of the time. Nevertheless, a printer often pats and squeezes type into a shape to fit—generally a poor fit, too—an arrangement of rules and ornaments conceived in the mind of the compositor when he should have been planning his display—the type—so that it would impress readers with the greatest possible force. If readers are to be impressed, nothing in the arrangement should make reading a task.

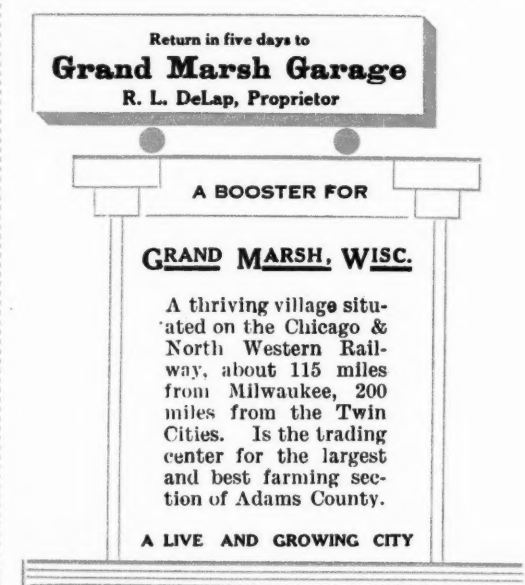


FIG. 1.

Rule arrangements such as this absorb the recipient's attention, subordinating by their prominence the type-matter within.

it should be easily read—was not considered. The real purpose, it seems, was to astound the reader and to cause other printers to marvel at the ingenuity of it all.

Happily for the printing business, the "style" did not survive. Imagine some of our national advertisers paying the huge sums for publicity that they do to-day for no other purpose in effect than to enable some printer to tuck their well-written, carefully considered words into recesses

Return in Five Days to
Grand Marsh Garage
 R. L. DeLAP, Proprietor
 A Booster for
GRAND MARSH, WISCONSIN

A THRIVING VILLAGE situated on the Chicago & North Western Railway, about 115 miles from Milwaukee, 200 miles from the Twin Cities. Is the trading center for the largest and best farming section of Adams County.

A LIVE AND GROWING CITY

FIG. 2.

A simple, readable and dignified arrangement of the same copy which, while much superior to the original, is much more quickly composed.

We are reproducing herewith an envelope corner-card set by a printer who is ambitious (Fig. 1). We know that he is ambitious or he would not have gone to so much trouble to set that small job. We commend his ambition, but not his judgment. He has simply started out on the wrong track, probably because of improper guidance, and, if started aright, that ambition should make him a very capable compositor.

It is simply with a view to steering him — as well as others who have a misconception as to what brass rules should do and should not do — that we reproduce the design, point out its important error and, by example, show how he could have handled it in less time and with much better effect from the standpoint of its influence upon those who receive it.

The rules and ornaments have been arranged in such fashion as to represent quite accurately a monument on

tions which irritate by their constant clamor for attention. It is comparable to the quiet room where the words are read and impressed upon our minds firmly by the exclusion of outside noises.

It is better printing. It is better advertising.

While this subject is in our minds we want to show another design which illustrates the same point, but from a different angle (Fig. 3). Who of our readers will venture to say that a certain amount of study and effort is

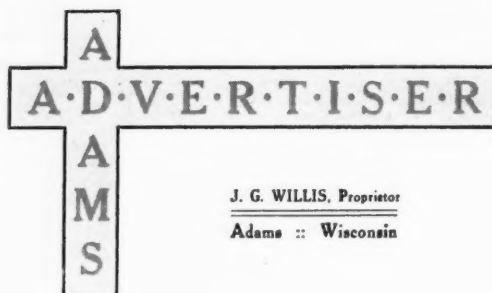


FIG. 3.

Do you grasp the significance of the words in the panel at first glance? No, you must "dig it out," as it were.

which a very good representation of an ordinary railroad coal car is resting. The significance is not apparent. If a representation of an automobile was intended, it was poorly carried out. But all this is beside the point. Whatever it represents, or does not represent, the rulework, by its prominence, subordinates the type, and, although it is quite possible to wade through the type, the words will not linger with the reader. Because of the distraction furnished by the decoration, the words are not impressed firmly in the mind. Any one who has memorized a poem or a speech knows that he can do so much more quickly and reliably in solitude, where no outside sounds obtrude and force themselves upon the mind. This is comparable, also, in a way, to a picture which is so elegantly framed in such a large and prominent frame that those who look exclaim, "Oh! What a handsome frame," and pay scant attention to the picture it surrounds.

Decoration is desirable as long as it serves to make the appearance of the design more agreeable to the eye, and, therefore, more inviting to the reader. If, by symbolism or otherwise, it strengthens the type, so much the better, but in no case should the type be subordinated to it. We read type, but rules and ornaments are meaningless in that sense.

Our resetting (Fig. 2) is plain, but all good type-faces possess beauty in themselves and should be permitted to exert their influence. In it there are no counter attrac-



FIG. 4.

Here the name of the paper is manifest at a glance and there are no puzzles to solve. Much better, is it not?

not necessary to distinguish the name of the paper, *Adams Advertiser*, from its puzzling rule arrangement? We do not "hear" the words because of the prevalence of the outside "noise."

Look at it. Does the name of the paper come to you instantly as it does in our plain and simple resetting? (Fig. 4.) That is sufficient reason for discarding it, and for the same reason all intricate, complex, puzzling arrangements should be cast aside.

We would all stop and laugh if we should see a horse and cart going along the street in reverse order, the cart being before the horse. In printing the same holds true, for in ninety-nine cases out of a hundred when the type is made to fit the design, a preconceived idea of a stunt, the appearance is bad, if not ludicrous. More often still in such arrangements the type is sorely handicapped by the forced arrangement necessary to fill the space, and its effectiveness is weakened.

The type should be set first and arranged in the most effective, pleasing and readable manner possible. Then, if a cut-off rule seems necessary here, a spot of decoration there or a panel some place else, to make the type more effective, pleasing and readable, it can be done. Follow this plan, and the chances are that ornamentation will not be overdone, but, on the other hand, much will have been accomplished toward its serving the purpose for which it was intended — to make type work to better advantage.



BY J. L. FRAZIER.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens should be mailed flat; not rolled.

SIMPSON ART WORKS, Oakland, California.—The street-car card executed by you for the purpose of advertising Laddie cigarettes is interesting in design and quite effective from the standpoint of coloration.

EDMUND F. KRAUSS, Newark, New Jersey.—The label set up and printed by you for the purpose of mailing your lessons to the I. T. U. Commission is satisfactory in every way. The

printed in brown and brown tint on brown deckle-edge cover-stock, we are advised that Charles J. McArthur has identified himself with the Jay Printing Ink Company, Inc., Brooklyn, New York, in the capacity of treasurer.

FRANC. E. SHEIRY, Washington, D. C., issues a house-organ each month, *Sheiry's Printograms*, of one page of two columns, 5½ by 10

inches in size, and printed on white blotter stock. Those who can not afford the expense necessary to the production of a house-organ of the usual proportions, sixteen pages and a cover, might give Mr. Sheiry's plan a trial.

TIMES PUBLISHING COMPANY, Wichita Falls, Texas.—The Fall Style Show invitation is very satisfactory, but we believe a folder one-half the size would be preferable, mainly because it

RAUH & ROSENTHAL · ADVERTISING COUNSELLORS

1511 KEENAN BUILDING

PITTSBURGH



Office of · ARNOLD W. ROSENTHAL

capital lines in the upper right-hand corner, however, are crowded, and additional one-point leads should be placed between them.

ELLSWORTH GEIST, Pittsburgh, Pennsylvania.—Simplicity — beauty — readability. In your selection of materials and in their arrangement you obtain these essential qualities of good work. Your work is first inviting and then eminently readable. Nothing more could be asked, nothing more could be given. Two specimens of your work are reproduced on this page.

VALLEY ENGRAVING COMPANY, Johnstown, Pennsylvania.—Both the folder and the business card are exceptional in originality of idea and execution. As an example of modern commercial art the card is excellent, and would appeal very much to those who admire that style.

THROUGH the medium of a handsome announcement,

THE WORK OF
ELLSWORTH GEIST · TYPOGRAPHER



CARNEGIE INSTITUTE OF TECHNOLOGY
PITTSBURGH

Dignified typography by Ellsworth Geist, Pittsburgh, Pennsylvania. Mr. Geist's work is eminently simple, but, because of his intelligent use of decoration, it is not severe. The label was printed in full tone and tint of green.

would not have to be folded so many times to be inserted in the envelope.

HARRY C. MERTZ, Shakopee, Minnesota.—The package-label is too decorative and the type does not stand out as it should. By printing the outside border in green, and by eliminating the inner rule panel, a decided improvement would have resulted. Why letter-space the word "Mertz" so widely and crowd the letters of the word "Printery," in the same line, so closely?

JAMES H. COFIELD, Quana, Texas.—The illustrations on your letter-head are not pleasing and are out of place thereon. A plain and dignified heading is by all means best. The type-matter in the panel does not square up to the same proportions as the panel, the white space at top and bottom being greatly in excess of that at the sides. A poor distribution of white space such as this is always displeasing.

AMERICAN TYPE FOUNDERS COMPANY

Edward P. Dablinger

*Type Ornaments Rule
Printing Machinery and Printers' Supplies
of Every Description*

Telephone BECKMAN 3885 FRANKFORT AND WILLIAM STS

Telephone STUYVESANT 1197

**The Marchbanks Press**

DESIGNERS · ENGRAVERS · PRINTERS

114 East 13th Street New York

DAVID SILVE

Interesting use of Caslon swash characters on business cards. By David Silve, Marchbanks Press, New York city.

THE J. DRESNER COMPANY, New York city.—Your envelope and letter-head, printed in full tone and a light tint of blue on white stock, are very distinctive in treatment. We feel that a border on a letter-head which occupies so much space would prove a disadvantage. The proof-envelope is nicely set, but the small type between the rules crowds those rules rather closely. With a lead added below the top rule, and above and below the bottom rule, a decided improvement would result.

THE KEYSTONE TYPE FOUNDRY, Philadelphia, Pennsylvania, has sent us an attractive booklet showing specimens of its foundry products. The book is cut out to the form of a conventional fisherman's basket, on which the words, "There's never so good a time to fish as when the fish are biting," are printed in red. The text pages are embellished by a variety of marginal illustrations of fishermen. Needless to say, the work on the specimens is of the same high grade which has characterized this company's work for years.

HEROLD REINECKE, Strawberry Point, Iowa.—The Obye card is better than your own, first, because a plain rule was used for the border, which harmonizes better with the plain Copperplate Gothic used on both cards than the spotty, decorative border which you used on your own card. The script "R" is entirely out of place on your personal card, as it does not harmonize with the Copperplate. The lines are crowded on your card. Remember, plain rules with plain type always.

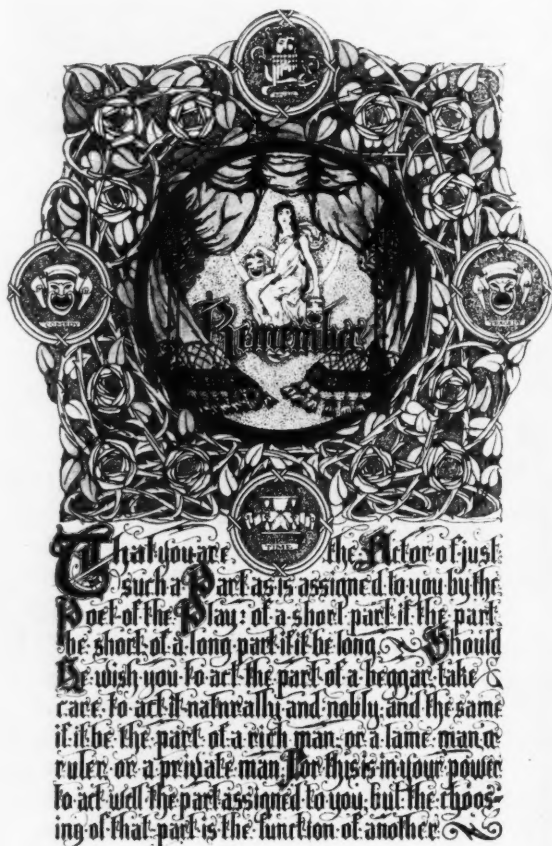
Hollywood Citizen, Hollywood, California.—The specimens are all interesting in their unconventional typographic treatment and are well printed. As is usual in out-of-center arrangements, white space is sometimes rather poorly distributed, but in only one of yours is this displeasing, and that is the announcement for Miss Julia E. Kramer. We would avoid combinations of roman letters containing hair-line elements with

other roman types where the contrast of light and heavy elements is not so pronounced as on the title-page for the Hollywood Business Men's Club program, which is otherwise exceptionally good.

DAVID SILVE, New York city.—The work you are doing at the Marchbanks Press is indeed clever—you make type talk, as it were, for in selection of type and its arrangement the idea with you has not been to attempt to make type and rule do stunts for which they were not intended, but, rather, to make them do that work well for which they were intended. It surely demonstrates the beauty in simplicity and shows that a variety of type-faces, instead of being necessary to effectiveness in display, are in reality unnecessary. Placed alongside a design done by a rule-and-ornament enthusiast, it would leave no doubt in any mind as to the superiority of plain and simple typographic treatments. We are reproducing several of your specimens in this department, and our eight-page insert is devoted to an extensive showing of Marchbanks Press work, a number of which are, no doubt, your own designs.

The Centre Reporter, Centre Hall, Pennsylvania.—The specimens sent us are neat and attractive in every way, especially as regards composition. The joining of rules was not carefully accomplished in some of the specimens, this being particularly noticeable in your own large package-label. We would prefer a light-blue tint for the second color on the Patrons of Husbandry letter-head, the type on which is printed in a full tone of blue. On the "Presidents" page of the booklet done for The State College Woman's Club, the heading is too far removed from the matter below, which, in effect, causes the design to appear overbalanced at the bottom because of the introduction of so much white space at the top.

THE FRANKLIN PRESS, Kankakee, Illinois.—Your stationery is dignified, pleasing and effective. Too many printers overload their own stationery designs with decoration, and by it subordinate the type which is important. Type was made to be read, and you seem to realize this to your own satisfaction, and to your customer's benefit we feel sure.

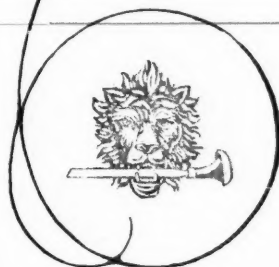


Decorative card, hand-lettered and designed by Percy Green, of Toowoomba, Queensland. The original was in six colors, the circle around the illustration and the initials of the lettering being in gold. Mr. Green does considerable lettering "on the side," and is enabled to increase his income thereby. He modestly credits the I. T. U. Course for his good work.

The "Preparedness" blotter would be better if printed in a stronger color. True, the color used harmonizes perfectly with the stock and the appearance is "pretty," but people will not read advertising which strains their eyes, and the ink used is so weak that it really does that.

NORTHERN ENGRAVING COMPANY, Canton, Ohio.—The initial number of your house-organ is an exceptionally interesting one, and its appearance is so unusual and striking as to command close and favorable attention. We also admire the design on the envelope which brought it to us and which is herewith reproduced. The make-up of the inside pages is pleasing, and there is not the effect of crowding and congestion so often noticeable in work of this character. Better, by far, continue to give your readers a reasonable amount of matter in a readable fashion than to attempt to tell them all in one issue and tell it in such a way as to be so uninviting and so difficult to read that it will be discarded. Artwork and the plates, which

THIS PACKAGE CONTAINS A COPY OF NORTHERN



detection of criminals. It is a decided novelty, however, and would prove quite interesting wherever introduced. The booklet is otherwise a satisfactory job of printing.

ST. GEORGE, San Francisco, California.—We do not doubt that the folder for Robert Wallace, the Furrier, sold the goods. It is dignified and artistic, and just the sort of a job that would appeal to buyers of fur garments. It would be a serious mistake to send out a cheap, gaudy folder to a list of people financially able to buy fine furs. We believe that if the copy had been "boiled down" somewhat the folder would have brought even better results than it did, for there is an effect of crowding and congestion which might frighten some out of reading it. From the mere standpoint of balance, the heading should have been set in larger type, but that would have made it less dignified and chaste. The blind-embossed border adds a very pleasing touch.

The Rook-Book, a Little Journal of Ideas, is the name of the house-organ issued by



—announcing
removal to
Odd Fellows
Building

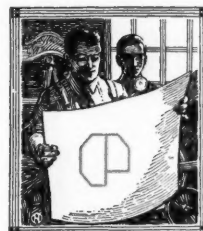
Folder title-page by Frank B. Nuderscher, commercial artist, St. Louis, Missouri.

Interesting hand-lettered design on envelope carrying organ of the Northern Engraving Company, Canton, Ohio.

are your own product, are of an exceptionally high grade.

THE CLOISTER PRESS, St. Louis, Missouri.—We admire the samples of your work sent us very much indeed. Simple arrangements of a plain and readable, but attractive, type, Cloister Old Style, characterize your work, and it is such printing that brings results. The only fault we find is a minor one. The red you have used on several of your specimens is not bright enough, having a purplish cast, and we would suggest that red-orange makes the most pleasing and effective combination with black. Two of your excellent designs are reproduced.

F. D. PHINNEY, Rangoon, Burma.—The Amona Class program, which you have sent us, presents a new idea to us and is decidedly interesting. To our readers we will state that, instead of the conventional pictures of prominent people at the banquet, zinc etchings were made of their thumb-prints, and beneath each thumb-print the name of the individual appears. It is said that the lines on the thumbs of no two people in the world are identical, and Bertillon utilized this fact for the first time in the



CHARACTER PRINTING

THE CLOISTER PRESS
JOHN J. FARRELLY
709 PINE STREET
SAINT LOUIS

Title-page of folder printed on antique stock by The Cloister Press, St. Louis, Missouri.

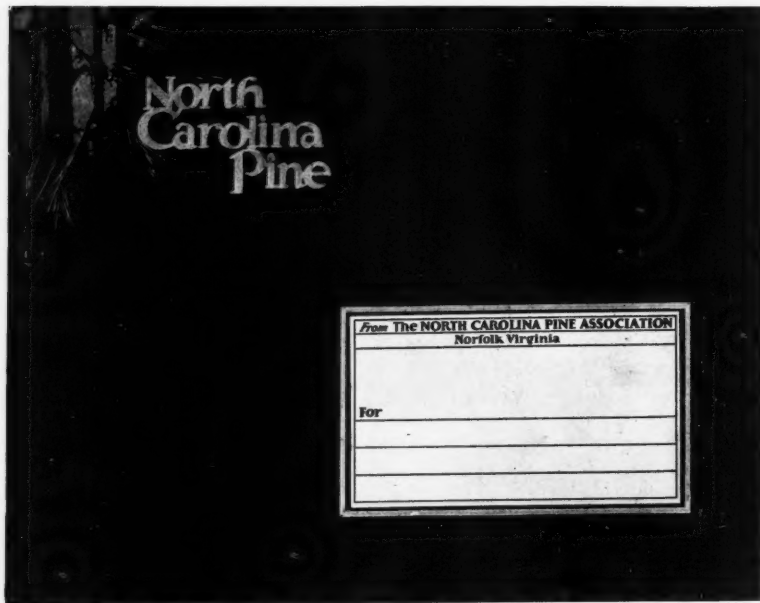
the James H. Rook Company, 626 Federal street, Chicago, and it is all that the name implies, for it fairly bristles with ideas. It is efficiently edited and admirably printed, and for those reasons should appeal forcibly to all who receive it. The cover decorations and lettering are of the strong, rugged styles adapted

and on opening these doors (folds) the descriptive matter and an illustration of the system come to light. The work was done by the Morrill Press, Fulton, New York. Press-work is excellent, but the type is crowded, and for that reason rather ineffective. If the copy had been "boiled down," or if the text had

been avoided, for no two type-faces have less in common. Try to use a single type-face on each job, but if it is necessary to bring out certain words or lines in greater display than can be obtained by contrast in size, select a bolder letter, but, by all means, the same style of letter. In so far as display is concerned, good judgment was exercised in all the specimens, but the appearance is not as inviting as it should be.

OWEN E. LYONS, Easton, Pennsylvania.—As a whole, your specimens are of exceptional merit, but minor faults are apparent here and there, which, if corrected, would result in great improvements. On the title-page of the Rasley Family Reunion program, the line of italic capitals at the bottom contrasts disagreeably with the text type used for the remainder of the design. Italic capitals are a blemish on any job in which they are used. This bottom group is too low, crowding the border below too closely and overbalancing the design. The lines at the top and bottom of the other three pages are suffocated, as it were, with rules, and the rules immediately above and below these lines should have been deleted. The condensed type used for the top part of the title-page of the commencement program does not harmonize with Cloister at the bottom.

ROBERT KRAEUTER, Newark, New Jersey.—Your specimens are neat and at the same time interesting. On the cover-design for the Newark Union's annual banquet the tint is a little too weak and the main display lines are too low, causing the design to appear overbalanced at the bottom. We suggest that you avoid breaking borders to admit of long display lines. Break up the lines instead. The tint is too weak, in fact so weak that the ornament is invisible at a certain angle. A plain one-point rule, printed in the tint on the inside of the heavy border, would aid in unifying that border, which appears broken in itself. The same practice will improve the appearance of almost any job in which decorative, irregular borders are used. The white space would be better distributed, and display improved as well, if the second



Envelope by Eddy Press Corporation, Cumberland, Maryland. Trees and lettering in left-hand corner, and border around tipped-on label, in green on black stock. Label on light-green stock.

of late from German sources by American commercial artists. It combines all the advantages of strength and effectiveness of that style without going to the extreme of being ugly and illegible, as some artists have made it. Specimens of the firm's product are reproduced in half-tone, all high-class examples of the printer's, artist's and engraver's product.

STEBBINS-EBY PRESS, Fresno, California.—The dainty folder advertising your ability to do the kind of work which appeals to artistic temperaments, particularly musicians, is very neat and should be well received by those to whom it is addressed. We have reproduced the title-page, but, of course, the original stock was much more attractive than a half-tone reproduction on smooth stock can represent. The main group on your business card is too low, causing the design to be bottom-heavy.

C. A. KNISS, Herndon, Pennsylvania.—The specimens are exceptionally neat and are well printed. The long line on the package-label crowds the border too closely at the sides. This fault could have been easily overcome by increasing the size of the border. If the three top lines were spaced slightly wider apart, the effect of crowding would have been eliminated. The pyramidal effect caused by the three short lines, the shortest of them being at the top, is to us rather displeasing. The contour would be improved if the fourth line, the longest of these three, was placed immediately below the main display line, where it logically belongs, as the connection between the two is close, and the address, appearing between, serves as a typographic interruption.

We have received from the W. W. Schleit Manufacturing Company, Incorporated, Syracuse, New York, a copy of a folder advertising its Wasco garage-heating system. It is gotten up to represent the appearance of a garage front, the doors being printed from half-tones,

been set in smaller type so that slightly larger display could have been used and more white space introduced, the appearance would have been improved very much.

LUNDSTRUM PRINTING COMPANY, Wichita, Kansas.—You seem to use a rather poor grade

An Artistic Atmosphere



Pleasing title-page for a folder designed to appeal to instructors of music, by the Stebbins-Eby Press, Fresno, California. Original in black and red ink on white antique stock.

of ink, which mars the appearance of your work to a considerable degree, and especially so on the half-tones. We note frequent combinations of a bold and extended text-letter, a very decorative style, with light Copperplate Gothic, a severe, monotone letter, and this com-

line in the Minstrel ticket was larger and of full length. Spacing is not good on the card bearing a quotation from Emerson. When words break badly into lines, as they do here, it is a good plan to use a larger or smaller size of type, or change the measure.

AXEL EDWARD SAHLIN, East Aurora, New York.—The distinctive style which has always characterized your specimens, and for that matter the entire product of The Roycroft Shop, is maintained in your last consignment to us. We do not admire such a lavish use of rules and ornamentation, but in your case it has the

in comparison to the small size of the card to be used, the unimportant features should be set in as small sizes as possible so that the important items will stand out by contrast in size and by the contrast afforded by a liberal apportionment of white space. The card for the Saur-Realty Company is a very good illus-

ceive from any source. Faults? There are none, except that in one instance you have set an announcement for Blumberg's Fashion Shop altogether in capitals. Capitals are not easily read, for the readers are not accustomed to reading them in large masses, and for that reason they should not be used for any consid-

THE CONSTANT USE OF OUR PRODUCT WILL CREATE AND DEVELOP NEW BUSINESS

WATSON-JONES, INC. PRINTERS



Telephone, Main 1456

924 Third Street, San Diego

Simple and effective blotter by Watson-Jones, Incorporated, San Diego, California.

one advantage that it is "labeled"—no one who has watched printing with any degree of interest can fail to recognize a Roycroft job, no matter in what company it is found. The cover for the September issue of *Good Painting* is odd and very striking, showing plainly the influence of your early training in Sweden. The October cover for the same publication has nothing to recommend it. The drawing is poor, and, to be frank with you, we would suggest that you hold closely to conventional and decorative design in your penwork and avoid illustration altogether, at least until you have had more training in that line. As "Charles Chaplin" in the Roycroft parade your make-up was very good. Thanks for the photograph—we shall preserve it.

W. T. PANKEY, Houston, Texas.—In arrangement and display your specimens are very good, but we note two faults in particular which are apparent in a number of your specimens. First of these is the combination of bold, condensed text type with light, extended block-letters, the lack of harmony between the two being very pronounced and displeasing. We refer you to the letter-head for the Houston Concrete Stone Company as an example which illustrates this fault. Some of the specimens are crowded, larger sizes of type being used than should be. Remember that white space will cause lines of type to stand out stronger than larger types will when crowded. When, for example, one has a business card to set in which the copy is heavy

in comparison to the small size of the card to be used, the unimportant features should be set in as small sizes as possible so that the important items will stand out by contrast in size and by the contrast afforded by a liberal apportionment of white space. The card for the Saur-Realty Company is a very good illus-

WATSON-JONES, INCORPORATED, San Diego, California.—Your specimens are excellent in every particular, among the best work we re-

ceivable amount of copy. One of your designs, a simple but effective blotter, is reproduced on this page.

J. C. LUCEY, Anaconda, Montana.—The advertisements on the inside pages of the Labor Day program could be greatly improved. In many of them the distribution of white space is poor, the type crowding the border too closely at the sides in proportion to the large amount of white space at top and bottom. This ill effect is accentuated in many of them because the longest line is at the bottom, the general contour being that of a pyramid with the base at the bottom. Such shapes should be avoided. The longest, as well as the largest, line of type should be at or near the top in order to balance the group or design. Rules join poorly throughout. Our experience with this kind of work has been that the advertisements come in late, and it is a problem in the average shop to have enough of the right size of one style of display type to set the advertisements in an effective manner and so that there will be a harmony throughout. For those reasons we do not blame you particularly, for we have seen many jobs of the same character which were not nearly so good as this one.

THEODORE T. MOORE, Fowler, Indiana.—The "announcement" folder does not appear to be your work. To select such a line of decorative capitals for the main display on the title-page was a fault in itself, but to letter-space it so widely that each letter becomes a unit or spot of attraction in itself was

WE INVITE YOUR INSPECTION OF OUR ANNOUNCEMENTS



OUR LINE is comprehensive, and among the many styles and colors is something that will suit your taste. If you want the most attractive announcements you will send for samples

ALLAN & GRAY
54 Beekman Street, New York City
Telephone Beekman 4877

Dignified, readable typography by David Silve, with the Marchbanks Press, New York city. (Other specimens by Mr. Silve appear in the insert.)

TYPE AND DECORATION



CHARLES R. CAPON
DESIGNER · TYPOGRAPHER
TRINITY COURT
BOSTON

Title-page of handsome folder hand-lettered and designed by Charles R. Capon, Boston, Massachusetts. Printed on buff hand-made stock in black and orange.

a serious mistake. To improve this page, using the same type and ornament, we would suggest the elimination of all letter-spacing, except where letters with perpendicular elements flush to the sides of the type proper follow each other, and where a little space is necessary to balance that on such letters as H and T, and the replacement of the line toward the top of the page where the margins would be nearly enough equal that there would be no appearance of crowding. The ornament, instead of being placed above and at one end of the line, should be placed below and in the center for most satisfactory results. Plain rule for the border would have harmonized with the type on the third page much better than the decorative and spotty border used.

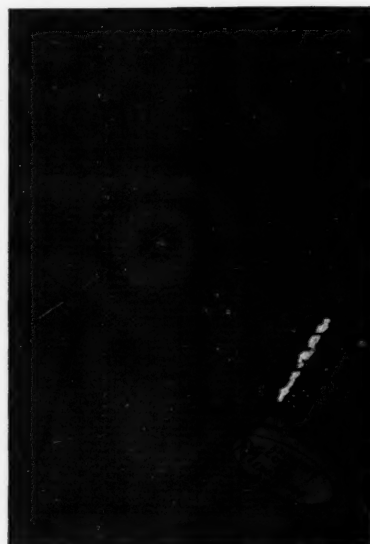
ENTERPRISE PUBLISHING COMPANY, Mullins, South Carolina.—Your letter-head, we regret to say, is not pleasing. First of all, the four or five styles of type used thereon do not harmonize. One style is enough for any letter-head, monotony being avoided by the contrast of size and by the use of capitals for some lines, lower-case for others, and italics, per-

haps, for others. The best printing is now being done by firms which use but one or two faces in their work. It has been said that every class of jobwork can be satisfactorily done with Caslon Old Style, with the exception, perhaps, of society printing, for which convention demands texts and imitation engraved effects. Note the inserted color-pages in this issue, wherein are shown specimens of the work of the Marchbanks Press, one of the leading New York city printeries. See what that company does with this letter. Your letter-head is not suited to a panel arrangement, as witness the irregular unrelated white masses. A panel style of heading should not be used unless the matter enclosed therein squares up to the proportions of the panel, or when the matter is of such nature as to permit of arrangements wherein the white space is nicely distributed. Last of all, we would not have printed it in gold—black or some deep, "cold" color would have been much better.

COMMERCIAL PRINTING COMPANY, Owatonna, Minnesota.—Careless spacing mars the appearance of your work, which is otherwise set

up and printed in an interesting and effective way. As an example, take up your envelope corner-card. You will note that there is several times as much space between the words of the main display line as there is between that line and the lines above and below. This should not be the case, for by so doing the unity of that line is broken up. The space between words should not be greater than that between lines in any instance. We do not admire the wide separation of the words "From" and "the," and instead of the first being above "Commercial" and the second above "Printing," both should be above the word "Commercial." You handled this same group on the statement—it being used therein, too—much better, and by comparing the two we believe you will appreciate the point we have made anent the lack of unity in the corner-card. On the statement and letter-head there was no need to letter-space the line, "Direct Advertising," so widely. The space between the words is about three times that between the type-line and the rules above and below.

ANDREWS PRINTERY, East Chattanooga, Tennessee.—The "stork" card is a decided novelty, but rather large and cumbersome. For the benefit of our readers we will state that on a large card the father's personal card is reproduced in the lower left-hand corner, the mother's in the upper right-hand corner, and the card of the cause of all the excitement in the center. In the center, also, and over a portion of the son's card, a large wedding ring is printed in gold and embossed. Printed in pale blue, an illustration of a stork, bearing his precious burden, is shown emerging from the ring. The card is of blue stock, which is the conventional color for boys, while pink advises one that it's a girl. The design is balanced by a floral decoration in the otherwise untenanted upper left-hand corner, and the date and weight are printed in the lower corner opposite. The card accompanying this specimen carries the following words, among others: "In producing this work we have done our utmost to satisfy the customer in every respect." The border on this card is too prominent, so prominent, in fact, as to be a source of irritation to us in reading the advertising, which was really effectively written and displayed, but handicapped by the border.



Interesting and appropriate cover-design for house-organ by Young & McCallister, Los Angeles, California.



house for sale!

just being completed at Forest Hills (Sage) L.I. "I best one here, too, location and all. "I built it for myself, but I must trek for milder clime. "I & lot, corner, garage.

E.G. Cooper, Phone EH.6700

this little ad

appeared in the Sunday "Sun" once in January but didn't sell the house. Two prospects came out to look it over and another man bummed the original drawing of the adv. But the house is still for sale. Don't you want to look it over? The terms are easy. Just see me at Forest Hills, or J. S. Kendall, with Spencer, Trask & Co.

F. G. Cooper

HOTEL SHERMAN COFFEE SHOP

NUMBER TWO

**DELICATESSEN LUNCH
HOTEL SHERMAN COOKING**

104 WEST MADISON STREET *** Near Clark
West of Seitz-Schwab Co. ** Retail Shoe Shop

HOTEL SHERMAN CHICAGO



**STRONG BLACK AND WHITE DRAW-
INGS FOR ADVERTISING PURPOSES**

WALTER A. WEISNER

Modern German Lettering *** Republic Bldg. *** Chicago

Illustration by
Walter A. Weisner

Lettering by
Lawrence E. Schell
Chicago



JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

The Optical Center.



Everyone frequently uses the phrase, "things are not always what they seem," even though we do not think of it in connection with what are called optical illusions. The printer—especially the studious, thoughtful printer—would be able to change this phrase a little and say, with equal truth: "Things do not always appear to be as they are."

We refer particularly to those conditions in typographic work where exact mechanical measurement is made to

groups and other units with a view to pleasing or satisfying the eye, rather than to blindly place an arbitrary amount of space in one place because there is a like amount elsewhere. In other words, he should sacrifice mechanical equality for optical equality, or, rather, what appears to the eye to be equal.

Perhaps the simplest typographic way to illustrate this idea of the optical center, to show that the eye does not always see things as they are, and to prove that it is better to cater to the eye than to insist on mechanical equality in position—where equality is desired, of course—is to

THE ACTUAL CENTER

FIG. 1.

The line here placed in the exact center from top to bottom appears below the center.

appear inexact because of the optical influence exerted by some condition or characteristic of the material or by illusions to the eye. It is quite possible to deceive the eye, as all know who have seen arrangements of lines, which, because of their direction or position, do not appear as they are. Inasmuch as type-designs are examined by the eye of the recipient, and not by line-gages or other measuring devices, the compositor should understand the eccentricities of the eye in these respects and arrange his lines,

THE OPTICAL CENTER

FIG. 2.

Slightly above the center of the page the line appears to be more nearly in the center.

place a single line of type in the center of a page from top to bottom. So placed, the line appears below the center, as is demonstrated by Fig. 1. Alongside (Fig. 2), we show the line raised so that to the eye it appears to be in the exact center, but upon measurement it will be found, as stated, to be above. Upon comparing the two arrangements critically, we are sure all will agree that it is advisable to cater to this eccentricity of the eye rather than to be insistent for mechanical, or actual, equality.

While the eye sees things as they are horizontally, there being no illusion in that respect, when those things are of regular contour and both ends are similar in shape as in

design as a whole is manifestly out of center. Below (Fig. 6), the design as a whole is centered, the space from edge of card at left, indicated by the fine dash rule, to the

AN ILLUSION

FIG. 3.

Because of swash at beginning of line, it appears slightly out of center, though the type is actually centered.

a line of capital letters, there are occasions when a line of type must not be actually centered in so far as the type, not the letters, is concerned. In Fig. 3 we show a line of capitals begun with a swash character. With an equal amount of space at both ends of the line it appears to be out of center because of the fact that the swash does not cover as much space on the paper as would a full letter of regular shape. The beginning of the line must be placed closer to the border than the end, so that the line will be properly balanced and appear centered, and be, in fact, optically centered. Balance is a matter of weight and not of extent.

Alongside (Fig. 4), we show the line in such position that it appears to be in the center, but it will be noticed that the outside point of the beginning of the line is nearer the rule border than the outside point of the end of the line to the border at the right. It is therefore proved — the examples should be fully explanatory — that shape characteristics of certain letter forms make it essential to sacrifice exact equality of spacing, as regards the types themselves, in the interest of its appearance to the eye.

The idea of optical center is illustrated admirably by a business-card design printed in three positions on the card, as is shown herewith. In Fig. 5 a very natural thing has been done by centering horizontally the squared group, which is printed largely in black, the monogram in color extending into the marginal white space. The

AN ILLUSION

FIG. 4.

The line is here optically centered, and so placed it is much more pleasing to the eye.

outside edge of the monogram being equal to the space from the right edge of the card to the edge of the design at that side. So placed it is unbalanced at the right and out of center optically. In Fig. 7 the design is placed so as to be optically centered, the squared group being shifted

a sufficient amount to the right of center to balance the round monogram. It will be noticed that the design as a whole is not centered horizontally, nor is the squared group, as in Figs. 5 and 6, but the position is much more pleasing because it is optically centered. The comparison should prove interesting.

An interesting example which illustrates this idea of the optical center in the spacing of lines is shown as Fig. 8, where we have a lower-case line, "East Coast," between two lines of capitals. The compositor endeavored to have the same amount of space above the lower-case line as appeared below, forgetful of the fact that, with so few high letters in the line, the shoulders at the top of the low lower-case letters exerted an influence on the eye, to which he should have given consideration. The line should be raised so that, as a whole, it would appear to be in the center between the two lines rather than to center the high letters and capitals, or, rather, the body of the type. By raising the line slightly in deference to the eye it appears centered — is centered as a whole. The fact that the capital "E" is closer to the line above than to the line below is unnoticed because the line as a whole is centered optically, which is the only reliable way.



FIG. 5.
Here the squared group is centered horizontally, but design is out of center because of weight of the monogram at left.



FIG. 6.
The design as a whole is centered here, but, because of weakness of tone of monogram, it is optically out of center.



FIG. 7.
Here the design is optically centered and the appearance is much more satisfactory than in either of the above positions.

It is largely a matter of balance from the horizontal standpoint, a question of having an equal weight on both sides of center, even though the extent covered on the paper by the design is unequal. From a perpendicular

firms, making the size of the list dependent upon the equipment of the printing-plant, and how broad a field it is desired to cover? But let the advertising be directed toward only such possible buyers as can be carefully nursed

FIG. 8.

The lower-case line, "East Coast," is mechanically spaced, but, because of so many low lower-case letters, it is not centered optically.

standpoint it is a question of balancing the white space between—an equal amount should be both above and below the line.

Selecting a List of Prospects for Advertising.

It has been the custom of the average printer to try to circularize and furnish "blotters" to every office building and business establishment in his locality; to let everybody know he was in business and that he hoped to have a "chance at their work."

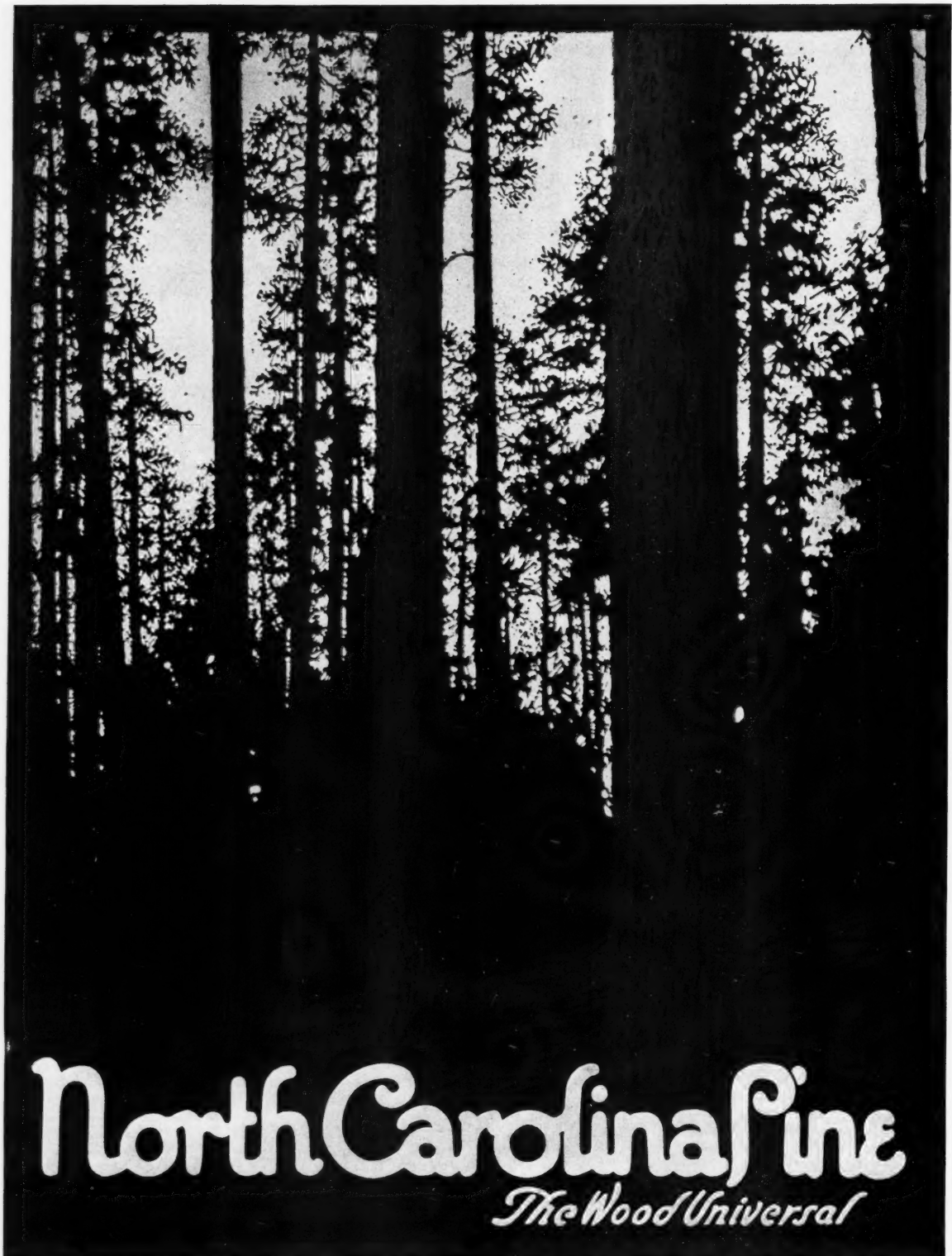
Why not select from the list of business and manufacturing institutions of a locality a certain percentage of

FIG. 9.

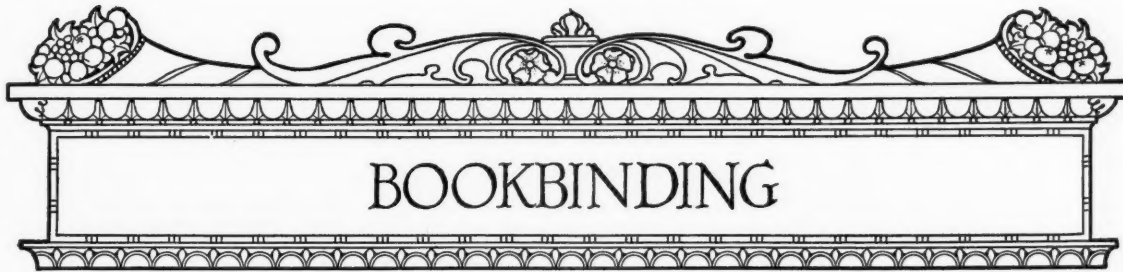
Here allowance is made for white space at tops of lower-case letters; the line is optically centered and much more pleasing.

and followed up. Let the advertising be aimed at a definite source in the hope of really hitting the desired spot.

The reason why the average advertising matter distributed by the printer does not produce business is because no thought is given as to whom it ought to reach. To pick up the 'phone book and tell the addressing-clerk to "fire it to that bunch," or giving the errand-boy a handful of literature to "hand out" to those on his route, is an expensive and fruitless method. It would be better to save the time and expense thus used toward putting more quality and service into the work of some customers already on hand.—Ben Franklin Witness.



The reproduction above is from a handsome booklet, 9 by 12 inches in size, executed by The Eddy Press Corporation, Cumberland, Maryland. It was originally printed on white stock in brown, black, a very light blue for the sky, and orange, the lettering being in the last-named color, as is here represented. With it we received another equally handsome booklet which was enclosed in the envelope illustrated and described on page 214, and a large number of exceptional and striking folders, all making up a large campaign which is under way. For originality in treatment, excellence of all-around workmanship and publicity value, we have never seen anything which surpasses these contributions to direct advertising.



BY JOHN J. PLEGER, Author of "Bookbinding and Its Auxiliary Branches."

Copyright, 1916, by John J. Pleger.

The author of "Bookbinding and Its Auxiliary Branches," Mr. John J. Pleger, has arranged to contribute to these pages an intimate and detailed description of the various processes of bookbinding. The intent is primarily to make printers better acquainted with the foundation principles of good bookbinding, and to that end a greater liberality of treatment will be attempted than is practical for text-book purposes. Inquiries of general interest regarding bookbinding will be answered and subjoined to these articles. Specific information, however, can be arranged for by addressing Mr. Pleger, care of The Inland Printer Company.

Tablets.

All sheets to be made into tablets are counted, unless they are numbered in lots, as desired, and should not exceed two hundred sheets to the tablet. Numbered sheets should never be delivered loose, as they are apt to become lost or soiled. A piece of pulpboard is placed on the bottom, the back edge of the paper jogged, a weight put on, and the head edge glued. The paper cover is cut large enough to cover the back and project about one and one-half inches on the pulpboard. The end of the cover paper is pasted wide enough to stick to the edge and pulpboard; the tablet is laid on, the end brought over and rubbed down with the thumb and index-finger of the right hand, and laid aside.

Perforated tablets must be provided with a binding margin from three-fourths to one and one-fourth inches, through which the sheets are stapled.

If card or tag board is desired for the front, the board is laid even with the edge on plain tablets, or one-eighth of an inch from the staple on stapled tablets, and a piece of cloth is glued or pasted over the back, extending one-fourth of an inch on the cardboard and about one inch on the pulpboard. The tablets are stacked, fronts and backs alternating, backs out, and when dry they are trimmed.

Pads.

For convenience in handling, blank forms are padded in lots of fifty or one hundred. For scratch-pads, the pad-counter can be employed. This can be adjusted, but accuracy as to the exact number of sheets is, of course, impossible, as that depends on the solidity of the pile and the pressure of the hand. Count the sheets into lots of one hundred or fifty, as desired; cut pieces of pulpboard the exact size of the paper, place between the lots, jog evenly on the end to be padded, and lay with the edge even on the edge of the bench. Place sufficient weight on top to prevent the glue from running in between the sheets. Apply a coat of padding composition and place a piece of crash or super the width and length of the pile on the edge. Rub this down with a piece of binders' board and let stand to dry. After a lapse of about thirty minutes, spread on a heavier coat of composition, then let stand over night to dry. To cut apart, take a sharp knife, preferably one used by finishers for cutting gold-leaf, place it under the board with a slight slant, and shove it from right to left. Trim-margins should always be provided so as to remove the dirty and uneven edges.

On large orders of memorandum pads, padding can be done in gangs and cut apart on the cutting-machine. The

bevel caused by the knife is trimmed off, and, as the glue is flexible, breaking is prevented. Color in the padding composition or glue should be avoided, for, if the glue should run between the sheets, it will stain and spoil them. If the quantity warrants it, the sheets can be placed in the signature press and bundled, and the operation continued as above described. This saves bench space, and the pressing produces a perfectly flat pad.

Binding—Quarter-Bound, Cut Flush.

This style of binding is appropriately used on check, manifold or receipt books. They can be bound in gangs and cut apart when binding is completed. The number of sheets in a book should not exceed one hundred and fifty of the ordinary weight of paper. The necessary binding-margin should be provided when printing, the width depending on the character of the work. Stub books which must open sufficiently in the center to permit writing, require from one to one and one-half inches, while manifold books which are perforated near the end require about three-fourths of an inch.

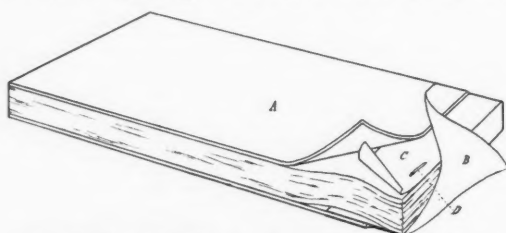
For end-sheets, cut two sheets for each book of the same quality and color as the book. Place one on the top and one on the bottom, jog the sheets on the binding end and lay them on the edge of the bench with a scrap piece of board on top and bottom of the pile. Lay a weight on top, apply a medium-thick glue to the edge, and let stand to dry. Then cut apart between the end-leaves, and lay aside. Cut strips of cambric or muslin one inch wide, paste, and lay on the end-sheets close to the binding edge; or end sheets may be made beforehand and laid so that the muslin will come in contact with the sheets, the edges being glued and the books separated as above described. Stitch the book with as many staples as are required, according to the size of the book, and if the staples are not properly clinched, take a hammer, place the book on a beating-iron, and flatten them.

Cut the strawboard one-half of an inch narrower than the width and the length of the sheets. Apply a thin coat of paste, lay the boards one-half of an inch from the binding edge, and when ten books have been boarded they should be pressed. Large quantities should be nipped in lots of ten and subsequently placed in the press over night with a pressboard between every ten books. Then cut the material for the back (cloth, drilling or leather) two and one-half inches wider than the thickness and the length of the book. Glue the material with a medium-thick glue, and lay it about three-fourths of an inch on the board; then

with the thumb and index-finger rub the joint and back; turn the book over and repeat the operation. The marble paper is cut the length and one inch less than the width of the book. Place the paper in convenient lots on a piece of waste paper, paste with a thin paste, double each sheet, and lay aside. Then turn the pasted lot over, open up one at a time, taking the two ends of the length and bringing them over on the edge of the back material; then rub the hand down the center and continue rubbing right and left from the center to the ends. Place the books between strawboards, let stand to dry, and then trim.

Quarter-Bound, Marble Juteboard, Cut Flush.

A very simple and cheap style of binding for check or receipt books can be made by substituting No. 40 or No. 50 marbled or fiber-grained juteboard for strawboard. This eliminates the pasting of the board to the end-leaves and



A — Marble juteboard; B — Cloth back; C — Cloth joint;
D — Wire staple.

marble paper on the sides. Cut the juteboard one-half of an inch narrower than the width of the sheets, and a piece of book cloth or drilling for the joint about one and one-fourth inches wide and the length of the sheets. Fan out the boards about three-fourths of an inch on the inner side and apply a coat of glue. Then place the cloth or drilling on the glued portion and rub down; this leaves one-half of an inch of the cloth for the joint. Place the sheets between the boards with the hinge on the binding edge and the cloth in contact with the sheets. Place scrap pieces of board on the sides of a convenient pile and jog the binding edge. Place the pile on the edge of the bench and apply a coat of glue. When dry, cut apart between the boards, and adjust the stitching-machine to the thickness of the books. Stitch the books with two, three or four wires, according to the size. If the machine fails to clinch the wire, place the book on a piece of iron and hit the staples with the hammer, enough to lay the staples flat. Take a strip of paper and measure the cloth back so as to allow one and one-fourth inches from the edge of the back, which will give three-fourths of an inch on the board and one-half inch for the joint, or two and one-half inches plus the thickness and the length of the sheets. Glue the cloth and lay it about three-fourths of an inch on the board; then with the thumb and index-finger rub the joint and back; turn the book over, and again rub the cloth down. Lay the book aside, and repeat the operations on the remaining books. The fore edges and backs of the books are alternated with the backs out to dry. The next operation is trimming.

Difficulty in Ruling Paper.

A Pennsylvania printer writes: "Herewith enclosed you will find two samples of ruling that was done in our bindery. Ruling on ——— bond, sixteen-pound. Our ruler tells us that it is impossible to get any better ruling than the samples enclosed, claiming the paper is too cheap and soft. The writer has only recently taken charge of the mechanical department of this company, and is unfamiliar with this branch of the printing business. We will thank

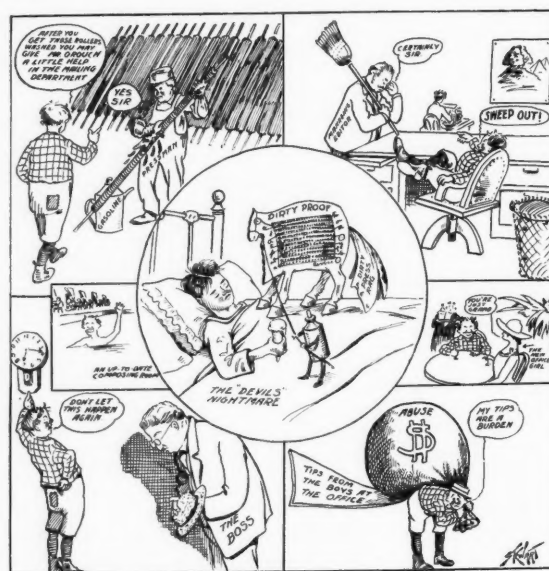
you very much for any information or advice you could give in remedying such ruling as this."

Answer.—To obviate such difficulties in paper-ruling, the writer has written a book covering the trade in its entirety. Considering the position you occupy and your inability to insist on the highest grade of workmanship, we would recommend that you purchase a set of these books, which can be ordered through The Inland Printer Company. Your questions are answered in Part I, and you are privileged to use it in any way that you see fit. We would also suggest to your ruler that he, too, keep on reading trade literature so as to be able to overcome everyday difficulties. Sending a few leaves for criticism does not enable us to give an impartial opinion. You will find that in most every ream there are a few sheets which will not take the ink, and you will observe broken lines. This is especially true of bond-papers. Sometimes this happens in spots, and at other times in streaks; the only explanation that can be given is that oil or grease has been allowed to get into the paper when in liquid form. Ink can be treated in many ways, but in spite of everything that a ruler can do to overcome this, these streaks and spots will not take the ink; not even the writing-fluid which is especially prepared to overcome these difficulties.

Regilding Book Edges.

A Wisconsin binder writes: "I have a number of Bibles and prayer-books which must be rebound and the edges regilded in a way that when the book is opened the edges will show the red. Kindly inform me how this is done."

Answer.—After the books are placed in the gilding-press, scrape the edges in the regular way, mix the liquid eosin with a little alcohol and apply with a brush or sponge. The alcohol will penetrate the color and produce the effect desired. After this is done, proceed with the gilt-edging in the usual way.



The Devil's Nightmare.

Cartoon by A. J. Stewart, of St. Paul, Minnesota. Mr. Stewart sends in the above cartoon with a letter stating that he actually learned the business from the pages of THE INLAND PRINTER while working at the case in a small town in Indiana. Since that time he has held situations as cartoonist on such papers as the Fort Wayne (Ind.) Journal-Gazette, the Fargo (N. D.) Daily News and the Grand Forks (N. D.) Times. He has also contributed to such publications as the Minneapolis Journal, the New York World, and Puck.

SHELBY PRINTING CO.'S PROFIT-SHARING PLAN.

O. S. Gauch, general manager of the Shelby Printing Company, whose early training was received in The Henry O. Shepard Company and The Inland Printer Company, has devised a profit-sharing plan for his company which has attracted much attention. We reprint Mr. Gauch's explanation of his plan as expressed to the employees of the company by him.—Editor.



HE directors of the Shelby Printing Company have authorized the management to try a plan of profit-sharing with our employees during this year, and this letter has been written to give you the details of the plan, explain the results we hope to obtain, and show how you can do your part to assist the management in making it successful. If the adoption of this plan encourages loyalty and discourages disloyalty, decreases errors, saves stock and labor, improves the appearance of our product, enables us to claim without fear of contradiction that "we make

ordination, intemperance or gross neglect of duty. This penalty shall, however, only be inflicted by a majority vote of the Profit-Sharing Committee, which shall consist of the general manager, secretary, factory superintendent, and all factory foremen.

What the Plan Means.

Your work for this company is measured by the salary or wages you receive. As you have acquired knowledge of the business, assumed larger responsibilities, or have shown ability to produce better and more work, your salary or wages have been increased.

Our plan provides for paying you, in addition to your salary or wages, a dividend from the profits of the company, at the same rate the stockholders receive for the use of their money in the business.

This means an increased expense in the cost of doing business, but we are confident that you will do your part



Plant of the Shelby Printing Company, Shelby, Ohio.

the best salesbooks and manifold work in the world," and improves our service to our customers, it will have justified the management of this company in proposing the plan and urging its adoption.

To secure these results and make the plan permanent will require the coöperation of all and the honest and conscientious work of every employee. If you give this and forget all petty personal feelings and help to bring out the best that is in each one among us, you will not only receive the reward derived from the profit-sharing plan, but you will have that greater and higher reward — which can not be measured in dollars and cents — the knowledge and pride in good work, honestly done.

Our Profit-Sharing Plan.

1 — Employees shall share in the profits of the company in the same ratio as the stockholders, the employees' dividend being paid on the amount of salary or wages earned. For example: If the cash dividend rate to the stockholders is five per cent, the same rate (or five per cent) shall be paid employees on the salary or wages earned.

2 — Dividends will be paid quarterly at the same time dividends are paid to stockholders, but shall be suspended in the event of suspension of dividends to stockholders.

3 — One year of continuous service is required of an employee before participating in profit-sharing.

4 — All employees shall participate in the profits except the executive officers of the company.

5 — The management reserves the right to withhold dividends from an employee guilty of carelessness, insub-

by giving us loyal service which will overcome the unnecessary wastes we now have. In short, the management of this company believes that the elimination of unnecessary waste will enable us to carry the increased expense.

Your Part in the Plan.

Our employees all have superior intelligence and skill; each one knows when the work is properly done; each one has a part to do. If each one does this part correctly, the work will be a credit to the organization, give satisfaction to our customers, and build up the reputation of the company.

We are proud of thousands of satisfied customers who do everything in their power to assist us in securing business from others, but we regret that we have lost business on account of carelessness.

Such carelessness hurts the reputation of the company, which should be guarded most jealously, as it is of the utmost importance to us all. We must have business to keep the plant running. If we claim that we make "the best salesbooks or manifold work in the world," and our product backs up our claim, our salesmen can secure orders with less trouble and expense, our plant can be kept busy, and we all will share in the profit.

On the other hand, the carelessness of one employee may spoil a job, the customer is not satisfied, and we not only lose his work, but he tells his friends of his experience and we lose any chance of securing their orders.

Always remember that a customer wants *all* of his work right. He will not be satisfied with anything else. If he orders one thousand books he expects to get what he orders,

and he will not be satisfied with nine hundred and ninety good books and ten bad ones. It is also true that he will remember the bad books longer than the good ones, because they represent money he has paid out without value received.

While this company has never penalized its employees for carelessness or errors, the management feels that if you are to share in the profits there should be some penalty inflicted for carelessness resulting in losses to the company. We believe you will find that Paragraph 5 of the Profit-Sharing Plan provides a just and equitable method of taking care of this point. It is not fair to pay a dividend from profits to an employee who destroys those profits.

If you do your work as you know it should be done, you are doing your part to build up and maintain our reputation.

The less supervision you require, the more valuable you are to the company. If a foreman is compelled to watch you all the time to see that your work is correctly done, you are not nearly as desirable an employee as one who will always do the work right without watching.

Your value to this business is determined by the quality of the work you produce.

We appreciate the loyal service and hearty coöperation you have given in the past.

Just a little more care in the daily tasks will insure the continuance of the profit-sharing plan.

Our slogan has been "Shelby Service Spells Satisfaction."

Let us each see that nothing we do, or neglect to do, shall prevent giving satisfaction.

SHARP FIGURING.

A clever and amusing play of mental arithmetic is utilized on the back of a business card of the Marshall & Bruce Company, the well-known stationers of Nashville, Tennessee. It follows:

DON'T WORK TOO HARD.

"Abe," said Mawruss, "seems to me, y'understand, that working as hard as I do I oughter be gettin' more money."

"Well, now, Mawruss, let's see," said Abe, "there are three hundred and sixty-five days in the year, ain't it?"

"Sure," said Mawruss.

"Well, then, eight hours a day you are asleep, ain't you?"

"Sure," said Mawruss.

"Well, eight hours is one-third of the day, and one-third of three hundred and sixty-five is one hundred and twenty-two days, and that leaves two hundred and forty-three days, ain't it?"

"Of course," said Mawruss.

"Well, eight hours a day you be loafing, ain't you? and eight hours a day is another third-day off, that makes one hundred and twenty-two days?"

"That's right," says Mawruss.

"Well, one hundred and twenty-two days from two hundred and forty-three days is one hundred and twenty-one, ain't it?"

"That's so," said Mawruss.

"Well, you know every Sunday we close down, and that makes fifty-two days, and one hundred and twenty-one minus fifty-two makes it sixty-nine days, ain't it?"

"That's right," said Mawruss.

"Well, then, we also been closin' every Saturday half holiday all through the year, ain't it, and that makes

twenty-six days, and twenty-six off sixty-nine makes forty-three days, ain't it?"

"Sure," said Mawruss.

"Well, then, two weeks of the year you been loafin' on a vacation, and that makes fourteen days, and fourteen days off forty-three days leaves twenty-nine days."

"It is," said Mawruss.

"And there was another two weeks when you said you were buying goods, and was being showed a good time by those cloak and suit fellows, and can't count that, and that makes fourteen, and fourteen from twenty-nine leaves fifteen days, ain't it?"

"Sure," said Mawruss.

"And now I been noticin' you been takin' an hour off for lunch every day, and that makes fourteen days off fifteen days leaves one day."

"It does," said Mawruss.

"Well, I know you didn't work that day," said Abe, "'cause that was Rosh Hashano."



BEING INTRODUCED.

Photograph by Eugene J. Hall, Oak Park, Illinois.

COST AND METHOD

BY BERNARD DANIELS.

Passing the Cost Along.

Buyers of printing are usually keen enough in hammering down prices to the lowest possible figure, and one of their favorite methods is that of showing a prior bill or a present quotation (?) at a much lower price. And we are sorry to say that it too often has the desired effect.

Printers now have the opportunity to break up this custom, as previous prices can not be met without disaster, and customers know it; and present quotations are made for immediate acceptance because the printer himself can only get such quotations on the material. Therefore it is only necessary to tell the buyer the truth and make a fair price. If there is any lower price, let it go and spend the time looking for something else.

The cost of everything in the printing line has gone kiting (aeroplaning, I should have said), and each day sees a higher record. Pass it along and let it come back to you with a profit. You may help pay it in the end as the circle is completed and returns it to you; but if you do not pass it on you have to pay the whole of it and get no credit for it.

"Uncle Sam" and the Cost Problem.

At last we have a government department that is constituted on real business lines and with a progressive business man at its head. We refer to the Federal Trade Commission, the chairman of which is Edward N. Hurley, who is well known in the Middle West as a successful business man and manufacturer.

Naturally, such a commission got right down to work and found that the great trouble with the manufacturers of the country was that they did not know what their product was costing them and therefore were unable to make intelligent and profitable prices.

The commission has published a pamphlet entitled "Fundamentals of a Cost System for Manufacturers." It has examined a number of cost systems in actual use and formulated a basic system that is very good but somewhat intricate as compared with the Standard cost system for printers. It has also carefully examined the Standard cost system and unqualifiedly endorsed it as very good, and has sent a letter of endorsement to the United Typothetæ and Franklin Clubs of America notifying them of its endorsement.

Printers, generally, should read this pamphlet, as it gives a careful analysis of the principles of cost-finding, as well as much good business advice.

Here are a few extracts:

There are a number of objections in the minds of business men who have not installed the cost system to taking the matter up. One of them is the feeling that exists in the minds of so many that their business is unique and different from any other, so that no system devised would give them true cost.

The most common objection is the cost of installation and expense of operating. . . . If a manufacturer will look upon a cost system in the same manner as an investment in improved machinery, the objection of expense is not a valid one.

Other business men are of the opinion that they do not need a cost system because they know what their goods cost. They may have an approximate idea, but in a large number of cases it is based on foremen's guesses in advance as to the time necessary to do the work or, after the work is done, as to the time spent on the work. Guesswork is unsafe and poor business practice.

It is necessary to-day for a business man's success that he know on what articles he is making a profit and on what he is incurring a loss. Competitive conditions are seriously disturbed where losses on one or more articles are recovered by profits on other articles.

The purpose of conducting business is to make money, and the only way to make money is to sell something for more than it costs. The first essential, then, is to know cost. It is the belief of the commission that the small margin of profit existing in so many of our industries is due to the ignorance on the part of manufacturers of what their goods actually cost to produce. This ignorance causes them to make unprofitable prices which other manufacturers who do not know their costs are forced to meet to a large extent.

The commission is urging manufacturers to determine their costs and to get together and compare costs in the interest of better trade conditions. It expresses the belief that anything that is of benefit to an industry is of benefit to the public.

The pamphlet gives the details of a very complete system of bookkeeping in connection with cost-finding, and is well worth the study of every progressive employing printer.

The Cost of Management.

There are many angles to the cost system, or, rather, many ways in which printers look at it, that are almost humorous to one who is striving to help the printers—especially the proprietors of the smaller city and country shops—to a better business standard and a larger personal income.

One of the most important and least understood items of cost in any shop is the cost of management. In the big shop the foremen's and superintendents' salaries are supposed to cover it, while the man with a small shop will tell you that he has no such cost.

Recently a printer sent the editor of this department a statement of his costs as a clincher in an argument that an estimate published in these columns was wrong. In this he seemed to show that his cost was about 20 to 25 per cent below normal. He really believed he was right and was arguing in good faith.

That statement showed that he had not placed himself or his partner on the pay-roll at all, and inquiry brought out the facts that about one-half his time was actually spent in productive work, while the other half and all his partner's time was taken up with office work, collections, soliciting new business and "trying to make ends meet."

When his attention was called to the matter, he said, "It is hard enough to get business now, without adding anything more to the price." And this is the mental position of a majority of the printers with small plants. They feel that as owners they are getting all the profits and ought not, as this one put it, "get double pay." But this is an

You really have your capital in the business and your services should be paid for, otherwise you would be better off working elsewhere and your money in the savings bank or some safe investment.

One of the greatest difficulties in establishing an accurate method of accounting for the time that is spent on the various jobs in the workroom is the fact that most daily time-tickets call for too much clerical work on the part of the workman, who is hardly ever at home with a pencil and paper.

A. R. Lawton, of Everett, Washington, suggests that it is possible to eliminate some of this work in shops using the Standard cost system time-ticket, Form 3, by not filling in the column headed "Time Left Off," and by this

Reproduction of daily time-ticket, showing method by which considerable work is eliminated when filling out, and the cost-clerk's work is facilitated.

Any item of cost that is omitted from the calculation of productive hour-cost is paid by the proprietor from his private pocket or decreases his capital.

The accompanying illustration will show just how this works out in practice.

For some time past we have not published data regarding the hour-cost in the various departments of a printing-plant because these records of hour-cost are of no real value unless accompanied with a record of the percentage of productive hours at the time such costs were made, nor unless they are the average of a sufficient number of plants to make them somewhere near a true average and safe guide.

For several years it has been the custom of the United Typothetæ and Franklin Clubs to collect the data and pre-

pare a composite statement of the cost of production in the plants of its members using the Standard cost system, and each year this composite statement has increased in value and scope, until this year the statement for 1915 covers several hundred plants and shows an expenditure in department costs of almost nine million dollars.

Each year the costs of printing have gone higher and higher — and this does not refer to material or strictly to wages, but to the total cost per productive hour. And this increase is not confined to any one department, though it is greater in some departments than in others.

The Composite Statement for 1915 shows an average increase of about five per cent in the cost of production, notwithstanding the fact that there has been a slight increase in the percentage of productive time. The percentage of increased cost in each department is shown in the tabular statement below and should prove interesting to our readers who are just guessing, as well as those who have cost systems:

Department.	Percentage of Increase.
Hand composition	4.5
Linotype composition	4.25
Monotype keyboard	2.25
Monotype caster	3.34
Job presses	3.00
Small cylinders	5.6
Large cylinders	5.75
Cutting-machines	5.4
Ruling-machines	9.24
Folding-machines	11.09
Bindery A — Men	8.00
Bindery B — Large machines	1.00
Bindery D — Girls' hand work	10.3

The only department that has shown an improvement is that known as Bindery C, which includes the wire-stitchers and other small machines usually run by girls. This department shows a decrease in cost of two and one-eighth per cent.

As this increase has been going on each year for several years, we may as well make up our minds that it is permanent and likely to keep on growing unless we adopt more efficient management and do away with a large part of the overequipment that is at present the curse of the business.

As these figures were taken from those plants which have cost systems and are presumably in better financial condition than most of those which are not so protected, it is worth while to think over the condition of those free competitors who are still guessing and those mistaken souls who think that increase of business will result in reduction of costs.

The statement showing these increases was made up from plants of all sizes and is eminently representative, and there is no doubt of its correctness. The question is, therefore, "What are we going to do about it?"

From every side we hear of the increased cost of living, but very little of the increased cost of doing business, yet that cost is growing far faster than the market rate for our product is growing to provide for it.

There are two methods of meeting it. Coöperation for better conditions and the amalgamation of competitive plants with the "junking" of the surplus equipment, and the establishment of more thorough efficiency; or, the creation of enough new business to keep the plants busy a larger part of the time, thereby giving a greater product for the same outlay.

Perhaps a combination of the two may be the solution of the problem. The records show that practically every department shows an efficiency represented by less than

seventy-five per cent productive time, and more than half by less than sixty per cent. It is high time that something was done to remove from our craft the stigma of being one of the worst managed and most unprofitable of the great industries of the world.

The Decimal Unit.

A number of printers have adopted the practice of dividing all time in the workrooms into tenths of an hour — or the decimal unit — which gives a basic unit of production of six minutes. In a few cases objection has been raised to

W. J. STEWART
DAILY TIME TICKET

Machine Work		Hand Work	
1. Ruling Press	12. Forwarding	30. Composing	
2. Setting	13. Indexing	31. Correcting	
3. Running	14. Finishing	32. Interlocking	
4. Cutting Stock	15. Polishing	33. Wrapping	
5. Trimming	16. Gathering	34. Setting Type	
6. Folding	17. Covering	35. Jugging	
7. Not Machine	18. Sewing	36. Machine	
8. Folding	19. Picking	37. Stripping	
9. Sewing	20. Stripping	38. Reinforcing	
10. Perforating	21. Feeding Filter	39. Trimming	
11. Perforating	22. Inserting	40. Pasting	
12. Perforating	23. Sticking	41. Cleaning	
13. Ruling	24. Cleaning	42. Kerosene	
14. Punching	25. Stamping	43. Side Time	
15. Punching	26. Tapping	44. Repairs	
16. Numbering	27. Tipping		
17. Ink Correcting	28. Taking apart		

EMPLOYEE _____

MACHINE NO. _____

JOB No.	END WORK	HOW MANY	CLOCK TIME	OFFICE	CLOCK
			7 45		
			7 48		
			7 54		
			8 00		
			8 10		
			8 18		
			8 24		
			8 30		
			8 36		
			8 42		
			8 48		
			8 54		
			9 00		
			9 06		
			9 12		
			9 18		
			9 24		
			9 30		
			9 36		
			9 42		
			9 48		
			9 54		
			10 00		
			10 06		
			10 12		
			10 18		
			10 24		
			10 30		
			10 36		
			10 42		
			10 48		
			10 54		
			11 00		
			11 06		
			11 12		
			11 18		
			11 24		
			11 30		
			11 36		
			11 42		
			11 48		
			11 54		
			12 00		
			12 06		
			12 12		
			12 18		
			12 24		
			12 30		
			12 36		
			12 42		
			12 48		
			12 54		
			1 00		
			1 06		
			1 12		
			1 18		
			1 24		
			1 30		
			1 36		
			1 42		
			1 48		
			1 54		
			2 00		
			2 06		
			2 12		
			2 18		
			2 24		
			2 30		
			2 36		
			2 42		
			2 48		
			2 54		
			3 00		
			3 06		
			3 12		
			3 18		
			3 24		
			3 30		
			3 36		
			3 42		
			3 48		
			3 54		
			4 00		
			4 06		
			4 12		
			4 18		
			4 24		
			4 30		
			4 36		
			4 42		
			4 48		
			4 54		
			5 00		
			5 06		
			5 12		
			5 18		
			5 24		
			5 30		
			5 36		
			5 42		
			5 48		
			5 54		
			6 00		

A.M. Total _____

W. J. STEWART
DAILY TIME TICKET

EMPLOYEE _____

MACHINE NO. _____

JOB No.	END WORK	HOW MANY	CLOCK TIME	OFFICE	CLOCK
			1 00		
			1 05		
			1 10		
			1 15		
			1 20		
			1 25		
			1 30		
			1 35		
			1 40		
			1 45		
			1 50		
			1 55		
			2 00		
			2 05		
			2 10		
			2 15		
			2 20		
			2 25		
			2 30		
			2 35		
			2 40		
			2 45		
			2 50		
			2 55		
			3 00		
			3 05		
			3 10		
			3 15		
			3 20		
			3 25		
			3 30		
			3 35		
			3 40		
			3 45		
			3 50		
			3 55		
			4 00		
			4 05		
			4 10		
			4 15		
			4 20		
			4 25		
			4 30		
			4 35		
			4 40		
			4 45		
			4 50		
			4 55		
			5 00		
			5 05		
			5 10		
			5 15		
			5 20		
			5 25		
			5 30		
			5 35		
			5 40		
			5 45		
			5 50		
			5 55		
			6 00		

A.M. Total _____

P.M. Total _____

OK _____ Foreman.

This ticket is only 3 by 9½ inches in size and is printed both sides, one side being used for the morning's work and the other side for the afternoon's work. A similar ticket of another color of card is used for overtime; when work is done during the noon-hour it naturally counts as overtime, and that ticket is used or a memorandum made on the regular ticket by the foreman.

this because of the fact that the workmen were not used to it and the clocks all showed the sixty-minute division of the hour and emphasized the five-minute period.

Wherever the decimal system has been adopted, the cost-clerks have found that there is a saving of almost one-half the time needed to calculate the time, enter it on the job-ticket and other records, and translate it into dollars and cents, as well as a physical saving in the fact that it takes only one-half as many figures to record the time by the decimal unit system.

The bindery time-ticket shown here gives a method of overcoming this difficulty. It was necessary because in this instance the clocks were made to record the hours and minutes, and the cost of changing them would have been prohibitive in a plant of the size. You will note that there are two columns of figures, one giving clock time and the other the number of units. The operative stamps his ticket as

near the clock time on the ticket as possible and the rest is up to the cost-clerk, who takes the nearest unit time.

Another peculiarity of this ticket is the having of the highest number of units at the top. This shows the number of units the workman had to sell when he began work in the morning and the number left after each checking of time. It enables the cost-clerk to make a natural subtraction with the least mental effort and is a real time-saver. Try it.

It eliminates all calculation on the part of the employee, and in connection with a time-ticket such as shown does away with the need of memorizing as to the stops or breaks in the job, as all that is necessary is to draw a line and put down the job and operation number or take it to the clock and stamp it and enter the numbers.

In the office it has actually saved thirty per cent in the time required to handle the tickets and transfer the records to the job-tickets and pay-roll record.

Handling Small Jobs of Folding.

Small printing-offices located in the big cities, and large shops, do not have the problem suggested by our heading because the first can send it to the binder around the corner and the latter have their own facilities for handling hand-folding.

But to the small shop located in the country or in a small town this item is one of some importance, because such work must be handled promptly and often by persons who do not do enough of it to acquire manual dexterity sufficient to make a really neat job.

To send the job home flat, or unfolded, is to give the customer an idea that you are not properly equipped and are delivering unfinished work, and possibly a feeling of annoyance because he must fold it, besides the risk of his doing it incorrectly.

As such jobs are of repeated, though only occasional, occurrence, every printer should educate at least one person in his employ in the correct method of handling a folding-stick and sheet of paper, and give that person all such work that comes in, making some for himself if there is not enough to keep the folder in practice.

Nothing so detracts from the finish of a job of printing as careless folding, and nothing is easier than to teach a bright boy or girl how to do it right.

Another reason for being prepared to handle folding is that such work should be charged for. The price is small, but it is a source of revenue that should not be neglected.

What Size Will Be Needed?

Sometimes it seems almost foolish to publish things that have appeared in the trade magazines again and again, but then there is always some enterprising apprentice who wants to know and keeps asking.

This time it is to know "how much larger a circular would have to be made if set in ten-point with one-point leads than if set in eight-point solid."

For example, we will take a six by nine circular of four pages set in eight-point solid, the type-page being four and a half by seven inches.

This gives a type surface of thirty-one and a half square inches in eight-point, which contains eighty-one ems to the square inch, and we wish to set it in a ten-point face on eleven-point body, which contains forty-seven and one-eighth ems to the square inch.

The rule for changing from one type-size to another calls for multiplying the figure representing the amount of type in the page by the number of ems in a square inch of

the size of type in which it is now set, and dividing the product by the number of ems in a square inch of the type in which it is to be set.

Then we multiply 31.5 by 81 and get a product of 2,551.5, and dividing this by 47.125 we get 54.14, which is the number of square inches our type-page will occupy in ten-point on eleven.

This would make a type-page $4\frac{1}{2}$ by $12\frac{1}{8}$, or $5\frac{1}{2}$ by $9\frac{7}{8}$, or 6 by 9, or $6\frac{1}{2}$ by $8\frac{1}{2}$, or 7 by $7\frac{3}{4}$, any of which would come out page for page if the face selected was of the same degree of fatness as the one used in the original. The size of the paper-page would be larger in proportion to the margin wanted.

If it is desired to reduce the size of the type the operation is reversed.

The Story of the One-Man Shop.

A western correspondent accuses the Cost and Method Department of paying too much attention to the big fellows and neglecting the "one-man" shops that constitute a large proportion of the great number of printing-plants in the United States. Of course he is mistaken, and has merely failed to apply to his own case the many good things that we have published.

It is quite true that about one-half the printing-plants in this country are very small, being manned by the proprietor, one compositor or linotype operator and a boy or a girl, and quite a number are even too small to have the extra man, so that the proprietor is like the "Ancient Mariner," "Captain, cook and the good crew, too."

The trouble is that in such a shop the "boss" does a little of everything and imagines that there is no need of keeping account of the time it takes, so he just guesses at the cost and thinks he is entirely free of overhead expense and is able to sell very cheaply.

Here is the way one such printer figures his cost and wonders how it would be possible for him to do better. These figures represent one week's expense account, or such portion of it as he is in the habit of recognizing.

One week's rent, at \$20 per month.....	\$ 5.00
Power and electric lights, will average \$6 per month.....	1.50
Gasoline, to burn in linotype.....	1.00
Printer's salary	15.00
Apprentice's salary	7.00
Extra helper on press day.....	1.25
Ready-prints, including price of stock and four printed pages.....	3.60
Ink25
Express on ready-prints and postage on papers.....	.50
8 per cent on investment of \$4,000, with 2 per cent added for deterioration of equipment.....	7.70
Taxes and insurance, approximately for one week.....	.54
Total cost	\$43.34

Now, in addition to getting out our paper (about 700 copies), we did \$28 worth of jobwork during the week, which is about our weekly average. Of course the stock for jobwork was not counted, but labor, lights, power and gasoline used are counted in the above.

You will note that he pays himself a salary of only \$15 per week, makes no allowance for interest on the investment and only two per cent for depreciation; he does not include the cost of incidentals, such as oil, benzine, rags, rollers, cartage or spoiled work; and presumably he does not advertise or use any stationery. If the proper allowances for these were made, his weekly expense would be almost double.

In contrast, we show, on the opposite page, the annual cost of production statement of a plant, in an eastern city, of almost the same size, which is making some profit and getting fair prices because it operates a cost system that shows it the real cost and enables it to throw out the unprofitable work.

This plant is run by the "boss," as is the other, but he has a girl who can feed press and distribute, as well as the apprentice, who is generally useful. The real investment on the basis taken by our western friend is \$5,000, the other \$550 being represented by outstanding accounts that are considered collectible and stock on hand which requires capital to carry it.

This statement is given just as it figures out, but attention must be called to several things in connection with it which the one-man proprietor often forgets or ignores.

First, the cost of the cylinder press is out of all proportion to what it can be sold for, and for every ordinary job done on it there is either a loss or the difference must be charged to the newspaper, which is responsible for its being there. The latter is the better plan; each week the

do get. Yes, they are paying — they and their families — and it is time that they should consider their families if they will not consider themselves.

Advertising.

One of the mainstays of the printing business is the work done for advertising purposes. Were such work discontinued and only necessary printing done, most of the print-shops in the United States would go out of business in less than thirty days.

Printers who do not realize this should go over their records carefully and see just what proportion of their product was used for the necessary conduct of business, such as orders, bills, statements, requisitions, etc., and how much for advertising — not forgetting that printed envel-

DEPARTMENT INVESTMENT PER INVENTORY.										
In Office	\$150.00	\$650.00	\$1,125.00	\$1,600.00	\$325.00	\$1,200.00	\$100.00	\$400.00	\$5,550.00	
In Office is included capital investment for open book accounts with customers.										
In Newspaper	Stock and Shipping.	General Expense.	Hand Composition.	Machine Composition.	Job Press.	Cylinder Press.	Bindery.	Newspaper.	Total Disbursements.	
In Newspaper are included open accounts with advertisers in arrears, but not subscriptions in arrears.										
1. Pay-Roll — including Proprietor's Salary...	\$50.00	\$346.53	\$777.50	\$375.00	\$237.50	\$187.56	\$50.00	\$417.00	\$2,441.09	
2. Rent and Heat.....	25.00	50.00	50.00	25.00	50.00	25.00	25.00	25.00	250.00	
3. Light and Power.....	2.50	5.00	18.75	20.00	22.50	5.00	2.50	76.25		
5. Insurance and Taxes.....	4.50	4.50	33.75	48.00	9.75	36.00	3.00	3.00	142.50	
6. Interest on Department Investment, 6%.....	9.00	39.00	67.50	96.00	19.50	72.00	6.00	24.00	333.00	
7. Reserve for Replacement (Depreciation).....	5.00	15.00	217.50	160.00	32.50	120.00	10.00	10.00	570.00	
8. Reserve for Bad Debts.....		25.00							25.00	
9. Spoiled Work (charge to Department responsible).....	1.00	5.00	3.20	2.06	4.10		.85		16.21	
10. Department Direct Expense (oil, benzine, rags, rollers, repairs, etc.).....		2.00	17.50	77.00	12.25	26.40	5.17	22.10	162.42	
11. Office Stationery and Postage.....		36.00							36.00	
12. Advertising.....		8.00							8.00	
13. Cartage and Carfare.....	6.25	1.25			25	.50		26.00	34.25	
14. Other Miscellaneous Expenses.....		51.25							51.25	
15. Donations.....		35.00							35.00	
16. Organization Dues.....		24.00							24.00	
Total Stock Handling and Shipping.....	\$75.75	75.75								
Total General Expense.....		\$695.78								
22. Department Cost without General Expense.....			\$1,171.95	\$826.81	\$360.85	\$514.96	\$105.02	\$529.60	\$3,509.19	
23. Distribution of General Expense pro rata to Department Cost.....			265.45	187.37	81.78	116.70	23.83	20.00	695.78	
24. Total Cost of Departments.....			\$1,437.40	\$1,014.18	\$442.63	\$631.66	\$128.85	\$549.60	\$4,204.78	
25. Chargeable Hours each Department.....			1,268	597	705	162	183			
26. Net Cost per Chargeable Hour.....			\$1.21 ¹	\$1.69 ⁸	\$0.62 ⁷	\$3.89 ⁶	\$0.70 ⁴			

Statement of Cost of Production for a One-Man Shop for One Year.

paper should be charged with all the extra amount of the cost of this press.

Second, the bindery work, which includes the cutting of the stock for the jobwork, is seemingly quite high. This is because no record was kept and no credit given the department for cutting little jobs that took only a few minutes each. It is also due to the fact that very little binding was done, most of the work being sent to the neighboring city.

The other items are normal, and show that even with the one-man shop and its lower overhead expense there is not much difference between the real cost in different localities.

Being the record of but one shop, this would not be a safe guide to any other, but the statement is given to show that it is possible for even the smallest shop to keep a systematic record of cost and know just where it is getting off.

The trouble is that the smaller shops, and especially the one-man shops, seem to feel that it is possible to lump things up and guess at values. The greatest sufferers from this are the proprietors of these shops, for they are really paying in their life-blood the difference between what they ought to have received for their work and what they

opes, business cards, letter-heads, circulars and similar articles are advertising and not necessary.

A prominent advertising expert says that every business should spend at least three per cent of its gross sales in advertising, and that most should spend five per cent, and includes printers in the latter class.

Printers, as a class, are not liberal advertisers, though most of them do some advertising spasmodically. Consider what would become of our business if other trades did the same.

Show your faith in your own goods by using them. Advertise. If printed salesmanship is good for the other businesses, it is surely better for yours because it is a sample as well. And advertising by sample is considered by the big advertisers to be one of the very best methods. Let your goods speak for themselves — advertise.

IMMATERIAL.

"Scientists are now generally agreed that drunkenness is a disease, and that the man who drinks should be treated by a physician."

"Oh, well, most men who drink don't care who treats them." — *Tit-Bits*.



BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Spaceband Keyrod Spring Too Stiff.

An operator in a small town adjacent to Chicago writes: "I found the back keyboard-roller was worn at the spaceband cam, so ordered a new roll. After placing on the new roll and running a couple of weeks, I notice it is beginning to wear in the same place. Could you advise me as to the trouble?"

Answer.—The unusual wear on the rubber roll beneath the spaceband cam, we judge, is due to having too stiff a spring on the keyrod just above it. We would suggest that you try it for a while with a weaker spring. Make the spring just strong enough to cause the spaceband-box pawl-levers to rise promptly. This should remedy the trouble.

Cams Vibrate When They Reach Normal Position.

A Wisconsin operator writes: "When the cams finish their revolution and come to normal position they tremble and vibrate. They do this only on stopping-pawl and not on safety-pawl, so I presume there is something wrong with the clutch. Have little or no trouble otherwise with the machine."

Answer.—We are under the impression that there may be wear on the part of the stopping-pawl that has contact with the stop-lever. Examine the contact point and see if it shows any more wear than the corresponding part of the safety-pawl. If it does, you may turn in on the screw in the lower end of the stop-lever. Give the screw at least one complete turn and try it to see if the results are any better than before. We are presuming that your clutch-shoe buffers are clean, as well as the surface of the pulley where they have contact, and that the driving-shaft pulley is lubricated properly.

Mold-Disk Does Not Rotate Freely.

A Texas operator writes as follows: "When the mold-disk goes forward on the studs just before the ejecting of the slug, there is an unnecessary racket, due, perhaps, to some misadjustment. Please advise me."

Answer.—The noise made by disk before going onto the locking-studs may be from two or more causes. For example, if the brake on the mold-turning shaft is oily, or is weak, the gears will clatter, and in some instances the locking-studs and bushings may not match properly as the disk advances. This failure of the parts to match properly will be the cause of a snapping sound, owing to the edge of the stud binding on the edge of the bushing, and when under the pressure of the disk it finally seats. This latter trouble may also be caused by metal lodging behind the disk and between the disk and the mold-slide, or between the disk and the ejector-guide. Occasionally it will be found that metal beneath the mold-guard causes the latter to be buckled sufficient to cause the disk to bind as it

rotates. Another cause of less frequency is the need of adjusting the shoe on the mold-turning cam just back of the long segment. This shoe needs resetting when the square pinion face is worn. An examination of the foregoing should reveal the cause of the trouble.

Testing Mold-Slide Adjustment.

A Texas operator writes: "I received your reply regarding my previous trouble, and remedied it partially as per your directions, but now I am seeking more advice. The matrices go through the distributor box all right when I am setting eight-point, but when I try to get six-point matrices through, by means of a matrix bridge, they will go through for a while and then they start bending and the ears break, especially so on the thin matrices. I have justified the lifter to the correct position, evidently, as it works all right for a few lines, and then the trouble starts again. These matrices are used out of the upper magazine, the same as the eight-point. Will you please tell me how to ascertain whether or not the mold-disk advances too far to casting position, and if it is advancing too far, how to correct it? How can I remedy the following: When a matrix enters the assembler it shoves the slide too far and thus causes a mix-up. The slide is not set very strong with the spring, as I have trouble trying to make the thicker matrices pass the chute-spring, so I loosened the slide-spring a trifle to let the larger matrices pass as freely as the small ones. This does not occur very often, however."

Answer.—In the matter of the lifter binding, we will say that if it works only for a few lines and then gets out of order, it would appear that you did not find the cause of the trouble. Make close observations, and do not change adjustments until you are certain they need it. If you wish to test the forward stroke of the mold-disk, you may proceed as follows: (1) Close vise-jaw. (2) Pull out controlling-lever and, when the elevator is at the lowest position, push lever back. (3) Raise the elevator a trifle and insert a strip of print-paper so that it extends below the vise-jaw. (4) Draw the lever out again, and just as soon as the mold advances on the locking-studs, push the lever back. With the cams in this position, you can tell if the disk is locking too tight by raising the elevator and by drawing out on the strip of paper. The paper should withdraw without difficulty. If you find that the mold is pressing the jaws too tight, you can relax the pressure by raising the lever in the mold-slide lever-roll pin. Be certain of your test before you make such a change. It is not probable that the mold-disk is advancing too far unless some one has been experimenting with this part. If a matrix pushes the assembler finger too far to the left when it enters the elevator, you may remedy the trouble to some extent by reducing its speed a trifle and by seeing if the

slide brake needs attention. Possibly you need a new brake; perhaps the slide needs cleaning off with gasoline, or maybe the brake only needs a new spring. If the former, bend down one of the guides that extend quite close to the belt. This will tend to slow up the thick matrices. Try out carefully before you make changes of parts.

Slugs Trim Unevenly.

An Indiana operator submits several slugs. The measurements in thickness show above standard. The right end of the slug when cast is a trifle too high. The letter, in part, reads as follows: "These two slugs are considerably higher at one end than at the other. The pressman finds this particularly apparent when working long lines made of twin slugs, and the micrometer proves it. Another thing:

stant use of a liner. The base of the liner at the point of contact with the jets of the mouthpiece will be found to be distorted. The heat causes the swelling of the base of the liner, which will prevent the cap of the mold tightening it fully. Measure a liner that has been used for a long period at a point adjacent to a jet opening. Invariably it will be found to be swollen or enlarged. It requires the skill of a machinist to dress this liner so it will again measure accurately. A new liner is usually in order.

Fin on Slug Causes Trouble.

A Nebraska operator writes: "I am having trouble with my slugs and have not been able to remedy it, and none of the other operators can solve the trouble. I am enclosing a slug, and if you can tell me the trouble I would



HAPPY HOURS.

Photograph by Eugene J. Hall, Oak Park, Illinois.

We are unable to trim any slug down to any exact number of points. The slugs sent you, which we call nine and ten point, are both considerably thicker than that. As a matter of fact, all of our liners seem to be as thick as the slug should be, thus necessitating trimming off all of the ribs. The slug will not eject if the knives are set to trim them to any exact thickness in points."

Answer.—The slugs that measure .920 inch on right end can be made to measure type-height by setting the back trimming-knife. The screw under the outside end of the knife should be turned up a trifle. As to the slugs being above standard thickness, this may be due to several causes: The mold cap being warped prevents the mold being made lean enough to cast a standard slug. This cause is more or less rare. The most common cause is due to neglect of the mold and liners. They should be cleaned often, so that no metal scale adheres to either part. If metal becomes attached to mold-cap, liners or mold-base it prevents the cap screws holding the liners tight enough to give the proper thickness of slug. All slugs are above standard, and if you set the knife to trim them to proper thickness you will have slugs stick in the mold, owing to the resistance offered by the knife in ejecting. Keep mold and liners clean. Another reason is the outcome of con-

appreciate it very much. While I was on my vacation a linotype machinist came along and they had him put a new mouthpiece on my machine. Ever since I have been back at work the slugs have fins of metal on the left-hand ends, extending out from the top. Sometimes these extend out nearly a quarter of an inch. I thought the liner might have become damaged, so put in a new one, but that didn't help it. I polished up the jaws where the liner comes against them; then I took out the mold and cleaned and polished it thoroughly, and replaced it in slot in disk. I cleaned the liners, cleaned out the holes where the locking-studs enter and greased them, tried increasing the lock-up of the mold-disk and examined all parts around the vise and disk to see that nothing was loose. I smoothed up rough spots on the new mouthpiece with a fine stone; in fact, I have tried everything that I thought might have some bearing on the trouble, but all to no avail. It makes no difference whether it is a blank slug or full matrix line, new or old liners, or what size, the result is the same. In plain English, I am stumped. Will thank you for any help you may offer."

Answer.—We are of the opinion that the new liner is also worn on its right end, where it has contact with the left vise-jaw. Examine it closely at that point. The wear

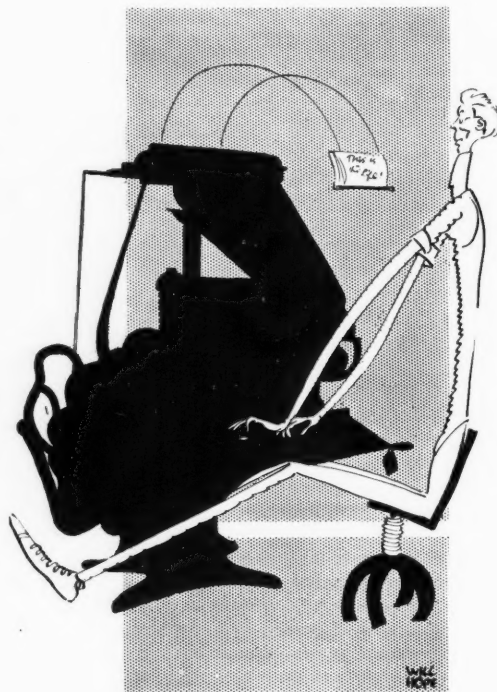
is probably due to a warped mold-cap, which does not hold the right end of the liner tight enough to prevent its moving outward when a slug is ejected. Each time it is moved out a trifle it is again moved back, when it has contact with the left vise-jaw preparatory to casting. We would advise that you keep the left and right vise-jaws free from the gray dust that is so often found on these parts, and also keep the front mold-wiper in condition so that it will keep the mold free from dust. You can not avoid the fin on the slug as long as the liner is rounded off. We would also advise that you write the Mergenthaler Linotype Company, 1100 Wabash avenue, Chicago, Illinois, and ask for a utility mold, and when you have it send your mold to the company for grinding or straightening, as the case may be. Ask the company's advice in the matter first. There is a possibility that your vise-jaw is rounded off. Examine closely. You stated you polished jaw and mold, and we trust you did not use any abrasive material.

Removing a Pot Mouthpiece.

A Pennsylvania operator-machinist writes, in part, as follows: "Recently I removed the mouthpiece of a Model 5, and after replacing it it frequently leaks in about a dozen different places. I have sent for a new gib and will have to try it over, and I want to know just how it should be done to make it tight. I did not turn out the fire under the pot while taking it out or putting it back, and I was not able to get the gib in quite as far as it was before."

Answer.— You should remove the mouthpiece while the pot is hot, but allow the pot to become cold before trying to replace it. The following procedure will help you: (1) Start machine, and when the first elevator is at the lowest point, push lever back. (2) Open vise to first position, then raise the elevator to highest point and lower the vise to second position, supporting it on a chair placed under the left vise-locking screw. (3) Draw out mold-disk, disconnect the ejector-link from the slide and then remove the mold-slide. (4) Place a mark on the crucible just under the first hole next to the keyboard. The object of this mark is to have an exact position to which to return the mouthpiece. Place a piece of wood between the crucible and the frame of the machine. This will hold the crucible firmly while the mouthpiece is being driven out. (5) With a mouthpiece drift (A-217) or other suitable rod, drive the mouthpiece toward the keyboard until the gib is loose enough to remove. When it is out, turn off the gas and allow the pot to become cold. While you are waiting for the pot to become cool enough to finish the work, you should clean the back of the mouthpiece free of all metal and red lead, clean the crucible where the mouthpiece was seated, especially where its upper edge had contact. This may be done with the point of a knife-blade. Remove all burrs from the left end of the mouthpiece. This end may be bruised by the removing operation. (6) Take a small amount of fine emery-powder and a little oil, and coat the back of the mouthpiece. Place it in its seat, up fully against the top. Move it to the right and left while pressing firmly back against the crucible. The stroke to the right and left should not be over one inch. Continue this grinding operation until the back of the mouthpiece and the crucible are true, which can be ascertained by examination by wiping both parts clean. (7) When this operation of grinding in of the mouthpiece is complete, clean all parts with gasoline, including the jets in the mouthpiece. Make a paste by mixing one-half teaspoonful of litharge and sufficient glycerin to give the mixture the consistency of common printing-ink. Spread a small amount of this compound on the back of the mouthpiece. Oil the gib and

dip it into the graphite can so as to give it a coating of this lubricant. Place the mouthpiece into its proper place in the crucible and then insert the gib. Drive the latter up tight. Then lay a slug on the face of the mouthpiece and tap it firmly with a hammer. This will insure the mouthpiece being put back in its place properly. Drive gib home so that it will have no further movement, then see that the front edge of gib is back of the face of the mouthpiece, otherwise it may prevent the latter locking up evenly against the mold. (8) After replacing all parts and getting the machine again in normal position, you may test the lock-up of the mold and mouthpiece. Clean off all metal that may be found adhering to the back of the mold, and remove the back mold-wiper. Lay a thin, even coating of red ink over the back surface of the mold and then allow the cams to make one complete revolution. Draw out the mold-disk and examine contact marks on the mouthpiece. If you have made the test properly, the contact marks will show the condition of lock-up. The alterations you may have to make by adjusting the pot-legs or by filing the mouthpiece will be judged altogether by the contact marks on the mouthpiece. You should allow the machine to stand about eight hours without the burner being lighted. This will allow the litharge to set, which will prevent a leak. The litharge may be purchased from a druggist.



Plain Printing Types — Long Primer.

Cartoon by Will Hope.

A SMALL POINT.

Barrister's Wife — So your client was acquitted of murder. On what grounds?

Barrister — Insanity. We proved that his father once spent two years in an asylum.

Barrister's Wife — But he didn't, did he?

Barrister — Yes. He was doctor there, but we had not time to bring that fact out. — *Tit-Bits.*

What Is Being Done to Conquer Tuberculosis

By WILLIAM H. SEED

A pamphlet has been issued by the International Typographical Union descriptive of its battle against tuberculosis. The author of the following article was commissioned to investigate what was being done elsewhere, and the Senate document on the subject led to this article and those that are to follow. We printers who have seen our brothers and sisters fading away from us know the bitterness of our impotence to aid them as largely as we would, and this is the reason that in a printing-trade journal we give space to a subject which affects our life and happiness—and life and happiness are all we are after anyway. The editor of this paper was infected by tuberculosis. Dick Sullivan, press superintendent of The Henry O. Shepard Company, was dying with it. Mrs. Edith King Clifford, proofreader, was dying with it. The writer was infected by the dried and disseminated sputum of these sufferers. He was cured by Dr. Karl von Ruck, and knows his sincerity as a man, and his methods as far as a layman may. The duty now laid upon him to present facts as far as they can be ascertained is the common duty of good citizenship and honest journalism.—Editor.



I think it is time the business interests of the United States made very strong representations in regard to the attitude of government officials to the discoveries of American scientists. We have two clear cases before us, that of the Lewis gun and Dr. Karl von Ruck's treatment of tuberculosis. It appears that whether it be a case of destroying life or of saving it, the self-satisfied officiousness of government experts compels American discoverers to seek recognition at the other side of the Atlantic. To deal with the Lewis gun first, this machine was invented by Col. Isaac Newton Lewis, a retired officer of the United States army. He patriotically offered to present it free to the American Government together with a range-finder. Both offers were rejected by Brigadier-General Crozier, the chief of ordnance. This gentleman had no use for Colonel Lewis' inventions. The consequence has been that in the case of the range-finder the Government has since had to pay large royalties in order to make use of it, but America is still practically without the Lewis machine-gun, although it is praised by Generals Wood, Funston and Pershing, among others. Colonel Lewis parted with his invention to the British Government, which is now using 30,000 Lewis guns against the Germans. Lord Hugh Cecil recently stated in the House of Commons that this weapon was the envy of all Europe. The Benet-Mercier gun, which was preferred by Brigadier-General Crozier, is still the officially approved machine-gun of the United States, although there are two hundred Lewis guns in the army acquired by courtesy of the British Government, owing to the strong representations of a signal-service officer. The Benet-Mercier gun is used only upon the British second and third lines of defense.

The other complaint we have to make is much more the special concern of those engaged in the printing and kindred trades. It is a disease to which printers and office workers are peculiarly susceptible, and it is not necessary to refer here to the large sums spent upon its treatment by the Typographical Union and other bodies connected with the trade. The facts in regard to Doctor von Ruck's treatment may be briefly stated. He had spent many years experimenting at his own laboratories at the Winyah Sanatorium, Asheville, North Carolina. He came to the conclusion that tuberculosis is most frequently, if not always, contracted by children who come into contact with afflicted persons, and that the disease may remain latent for many years. He discovered a "watery extract" which, when used as a vaccine, appears very much to improve the existing methods of treatment. It can be used either for immunizing against the infection or for treating the disease when it becomes clear that infection has taken place. On December 10, 1914, Doctor Stimson, of the

Hygienic Laboratory of the Public Health Service, made a report upon his investigations conducted into Doctor von Ruck's discovery. The report was an unfavorable one. During the progress of the investigation Doctor von Ruck protested that the experiments were not being conducted in such a manner as to be fair to him. His protests were of no avail and the matter was regarded as closed. The official ban was upon his discovery, and he could not continue even to make use of it himself in his own sanatorium without running the gravest risk of being stigmatized as a quack.

Fortunately, however, Doctor von Ruck had the courage of his convictions, and he did not let the matter rest. The war was on, and although American citizens of his national antecedents are often supposed not to have any too friendly feeling toward the British, he did not hesitate to submit his case to Sir Almroth E. Wright, the head of the Department for Therapeutic Immunization, St. Mary's Hospital, London. He went to London for that purpose and found himself well received, his story listened to, and experiments conducted over again with the object of verifying his conclusions or otherwise. Sir Almroth was not able to superintend experiments himself, owing to his duties at the front, but he placed the matter in the hands of two of his assistants, Dr. Frank J. Clemenger and Dr. F. C. Martley. The result was that Doctor von Ruck's conclusions were confirmed, and during last month Congress has issued a pamphlet setting forth the report of Doctors Clemenger and Martley. In this way Doctor von Ruck is vindicated, but we think the matter ought not to rest there. Something more ought to be said, and it is for the American public to say it.

In the first place, we are entitled to know why Doctor Stimson failed to find the watery extract produced any results. Of course the experiments were tried first upon animals—guinea pigs, to be precise. Since then, Doctor von Ruck has tried with great success upon human beings, and it is now being used with equal success by others. In the *Congressional Record* the names of several eminent physicians are given who are using it with success. They are Prof. Arthur Kendall, of the Northwestern University; Dr. James J. Terrell, the pathologist of the Temple Sanatorium, Texas; Dr. G. A. Waters, of Lenapah, Oklahoma; Dr. Gardner C. Johnson, of Evansville, Indiana; Dr. Eben Alexander, of Knoxville, and several others. Why have all these physicians succeeded where Doctor Stimson failed? Doctor von Ruck alleges three reasons:

1. That the Hygienic Laboratory of the Public Health Service based its report on the use of a deteriorated vaccine, which it was requested not to use, it having been supplied for chemical examination on account of the deterioration.

2. The work of the Hygienic Laboratory was con-

ducted secretly by one man (Doctor Stimson), who was the sole witness, judge and jury, and who had no experience.

3. The animals were infected with ten times the dose of virulent tubercle bacilli advised in printed directions supplied by Doctor von Ruck.

No one can read the report of Doctors Clemenger and Martley, much less the bulky volume published by Dr. Karl von Ruck, without being struck by the many pitfalls which an inexperienced investigator must fall into. Not the least of these is connected with the fact that the great majority of the guinea pigs obtainable were suffering from some degree of incipient tuberculosis, or pseudotuberculosis, at the commencement of the experiment. The impossibility of discovering this before they were artificially infected by subcutaneous inoculation caused them to be much more severely stricken with the disease than was required for the purpose of the experiments, and consequently, though the treatment may have done good, when the animals were killed and examined the degree of tuberculosis they exhibited was so great that Doctor von Ruck's watery extract did not get the credit it deserved.

We owe thanks to Senator Lee, of Tennessee, and Senator Kern, of Indianapolis, for bringing this matter to the notice of Congress, and to Senator Overman, of North Carolina, for introducing the resolutions for printing the reports of Doctors Clemenger and Martley.

It is important for us to know exactly what Doctor von Ruck's discovery means to the victims of tuberculosis. It is not a specific which will cure all cases. It is simply a valuable adjunct to existing methods of treatment and a means of immunization comparable to the anti-typhoid and anti-smallpox vaccine. Professors Kendall and Terrell are among those who visited Doctor von Ruck's laboratory at Asheville, examined his human patients when they arrived, made the blood tests, saw the inoculation and testified to the beneficial results. The effect of the vaccination is to produce in the blood of the patient specific anti-bodies which neutralize the effect of the tubercle bacilli. Professor Terrell says, "I was able to confirm the finding of specific anti-bodies in the serum of these vaccinated patients. I know these substances were not there before, because I tested them out."

That seems sufficient to convince any layman that a valuable discovery has been made, yet Doctor von Ruck has benefited in no way by his discovery. That is the next fact which we ought to remember, and it ought to influence our action and our thinking on this subject. He has published all his experiments in the medical press. Any physician can now make up his watery extract and use it. He benefits by it in no way. There is nothing secret about it, and he has no patent upon it as Colonel Lewis has upon his gun and his range-finder. One might think he at any rate benefits by getting patients for his sanatorium, but that is not the case. The Stimson report practically ruined his business. Those physicians who use his method buy their own vaccine and cure their patients, taking the credit to themselves. As his method becomes more used his patients have decreased until he has a lesser number than he has had since 1888. Truly this is a very poor reward for one who has done so real a service to the human race, and especially to that portion of it, including printers, that is specially exposed to the ravages of tuberculosis.

Professor Terrell says the discovery is of the most far-reaching importance, because there is not a family in our country which does not now have some member infected with tuberculosis, or will have within five years. Professor Kendall says he knows of no laboratory in this

country where more extended investigations of this difficult subject have been made than in that of Doctor von Ruck.

It is to be feared that the whole subject is too technical to be thoroughly appreciated by laymen. None but a medical man could be expected to read Doctor von Ruck's bulky book, and even the short pamphlet giving the experiments performed at St. Mary's Hospital, London, is well nigh unintelligible to the uninitiated; but the most conclusive testimony of all in favor of Doctor von Ruck is to be found in its conclusion. The words are unequivocal: "Our results in the bactericidal experiments were clear in their import, and they appear to confirm Doctor von Ruck's claims that active sera, taken after one or more doses of vaccine, reduce the virulence of tubercle bacilli in vitro sufficiently to prevent infection in guinea pigs, whereas in like experiments with sera taken before vaccination, and in the virulence controls . . . the animals acquired tuberculosis." The pamphlet concludes with an expression of thanks to Sir Almroth Wright, without whose permission the experiments could not have been conducted, and we are faced with the fact that an American physician can not get his discovery recognized without the permission of the consultant physician to the British forces.

In a future article we propose to go into greater detail as to the exact meaning to us of Doctor von Ruck's great discovery.

GUIDE FOR STAPLING.

There came a job into the bindery which was to be side-stitched, requiring staples to be 1 inch from center to center. The job was small booklets, printed eight-on, and each booklet took two staples, requiring sixteen staples in all.

Now, the usual way of stapling with guide is to paste a strip of gummed paper on the front wing of the stitcher table, then marking with a pencil the distance the staples



Guide for Stapling.

were to be separated. Using the tape guide was rather slow work, as the pedal had to be pressed nearly every time a staple was put in. As the job was a big one, running into the thousands, I devised a plan whereby the tape plan was abandoned; a plan which enabled me to put in all sixteen staples without lifting my foot off the pedal.

I took a soft-pine board, 16 by 1½ inches, tapered it off to a point and cut notches every inch the entire length. I then marked the position of the first staple, placed the tapered end of guide to this mark and secured it firmly to the stitcher table with a small bolt countersunk in the wood. The accompanying drawing, which presents the side view of the stick or guide, clearly illustrates the manner in which notches should be cut.

By giving booklets a slight lift at the outer edge and sliding them along to the next notch, it proved an easy task to stitch each set of eight books without lifting the foot, consequently the job was turned out a great deal quicker than by the old method. The notched guide should be fastened to the outer edge of stitcher table.—*Edwin R. Mason.*

WE DON'T BELIEVE IT.

For Sale, Cheap—A young female billy-goat for 50c, if taken at once.—*Home Organizer, New Albany, Ind.*



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Printing on Sheet Aluminum.

(1819) W. Curtis Jones, of Denver, Colorado, writes: "When I read query No. 1809 in Pressroom Department of the September issue of *THE INLAND PRINTER*, I recalled a job I did a few years ago, printing on frosted-surface sheet aluminum. After trying every way I could think of to print direct from type, I had a rubber stamp made from the form and blocked it type-high, using rather hard rollers and good Policy black ink, and a shallow and hard tympan. I turned out a piece of work that printed almost as clean and sharp as though printed on bristol cards from type."

Printing on All-Size Rotary Presses.

(1821) A Philadelphia printer writes: "Please answer the following questions: (1) On rotary printing-presses, printing from rolls, can the dimensions of the sheet be varied both ways without waste of stock? For instance, if the diameter of the cylinder is 34 inches and the length 22 inches, can a sheet 22 by 26 inches be run without waste? (2) Can sheets be cut off and delivered flat by a roll printing-press? If so, how is the cutting accomplished with the paper in continuous motion?"

Answer.—(1) On all-size rotary presses printing from the roll there is a compensating-feed mechanism that controls the web so that printing can be done without waste of stock. (2) The shear-cutting device chops off the sheet while it is still. The arrangement allows the part to be cut off to remain stationary while the part to be cut next is allowed to be taken up by a reel or tension device. The various presses have different devices.

Rollers Wear on End.

(1773) "We are having trouble with the rollers on our — press, and we are uncertain whether it is in the rollers or elsewhere. The face of the distributing rollers roughens up and peels off. With a former set of rollers we thought the trouble was caused by leaving off the riders, but ever since we got this set the riders have been kept on. The rollers are carefully adjusted as to height. The pressroom has a cement floor and is inclined to be damp, and it is my opinion that the trouble is in the composition having too much glycerin, but I write especially to learn if there is some peculiarity in the setting that might cause it."

Answer.—It would be difficult for us to tell you definitely the real cause of your trouble. Sometimes the trouble occurs by using the rollers before they are fully seasoned. Also, the wear may be due to the impact of the plate against the rollers, which may still be rotating from the forward stroke of the plate. Make observation while press is running. If the rollers are still turning when the plate returns to ink, you can remedy the trouble to some extent by placing a leather brake in the bottom of the roller socket. This will tend to cause the rollers to

stop turning just as soon as the plate leaves the rollers. Take a thin piece of leather belting and cut it to fit the bottom of the socket, and leave ears on both ends to prevent its moving laterally with the roller-stock. We have seen this method used successfully on some presses. There are presses, as you doubtless know, on which the rollers are started before they are struck by the ink-plate. This prevents the shock which is often the cause of wear.

Dull Black Ink on Dull-Coated Paper.

(1794) A pressman, writing from Pittsburgh, states: "I am a continuous reader of *THE INLAND PRINTER*, and a cylinder pressman in a good house. I would like to know what kind of black ink will work well on Cameo dull-coated paper. I have tried — black and a — black, and I get away with it all right, but it does not look good to me and I know it can be improved upon. I would be very thankful to *THE INLAND PRINTER* if you would put me on the right road. Enclosed find a page of a thirty-two-page book which I have just printed."

Answer.—The specimen referred to is printed on both sides. The type section is nicely printed, being both clean and sharp. The first ink referred to in the letter doubtless was used, as it shows up just as it should, being without luster and not showing the slightest trace of squashing out around the letters. The engraving does not appear to good advantage, as the middle tones and shadows appear broken in places, and in places the plate has a muddy effect. The high lights are very clean, showing the care exercised by the pressman. We do not believe the fault lies with the ink at all. We judge that the pressman can use the identical ink on a half-tone that is more suited to the stock and secure perfect results. We believe the fault lies wholly with the plate. We are certain the ink he names is one of the best for the stock, but it must be combined with proper make-ready and with rollers in prime condition.

Long Run on Linotype Metal and Electros.

(1818) Hancock Brothers, ticket printers, of San Francisco, California, send a sheet of street-car transfers, printed in two colors, two sides, eight-up. The printing is legible in every way. The letter accompanying the transfers reads: "We are enclosing herewith a sheet of transfers printed by us on an intermittent-feed flat-bed press. It might interest you to know that the backs of these transfers are being printed from ordinary linotype slugs which have made above 5,000,000 impressions and are still running. The faces of the transfers are printed from ordinary electrotypes, and these have done 8,000,000 impressions and are still printing clearly. The writer believes this is a record for the number of impressions for linotype metal and electrotypes."

Comment.—The printing is in red and black on No. 1 stock. The impression is very light. The electros show

no wear on the gripper or back edge. The long run, with little or no wear on plates, is a tribute to the skill and care of the pressman. The appearance of the print from the linotype slugs after so many impressions is really a marvel.

Imperfect Make-Ready Causes Damage to Type.

(1797) Submits a letter-head printed on a coarse, thin bond-paper. The type is heavy enough to withstand a considerable number of impressions without showing wear. The word "subject" and date-line have more impression than they should, which possibly accounts for the wear referred to in the letter. The printer writes: "Please tell me if there is any way of making ready a job press to print the enclosed stock which will not smash the type. We have put this form on with hard tympan and with soft,

ber printing surfaces, but it involves considerable work.

(1) The form must be arranged and a rubber printing-plate must be made. This must be of harder rubber than the ordinary rubber stamp. (2) You must procure a coated tin. This particular grade of tin may be procured in sheets, coated to your order in whatever color you desire. The tin of a certain size comes in boxes, with a sheet of paper between every two sheets. (3) The printing must be done with a special grade of ink, because the printed plates must be stoved after being printed and varnished. The heating of the tin ordinarily will not discolor the colored inks, as they are special. After being stoved they are ready for use, unless they have to be cut or die-stamped. What you will need for tin-printing will be as follows: Rubber printing-plates, special tin-printers' ink,



THE INVITATION.

Photograph by Eugene J. Hall, Oak Park, Illinois.

and with soft and stiff ink, and the result is invariably the same — the date-line and word 'subject' bear the impress of the various waves and wrinkles in the stock, and as no two sheets are alike the type is spoiled. The enclosed sheet is printed with a soft tympan, three sheets of print above the pressboard, and gloss-black ink."

Answer.— If the type is new the tympan should be of hard stock, using a piece of smooth manila for a top sheet and just immediately below it use the pressboard. If the type has been subject to much use the tympan might carry one or two sheets of French folio over the pressboard. A stiff job black should be used, with rollers that are not too soft. The gloss black, if it is clean and not too tacky, will answer.

Printing on Tin-Plate.

(1820) A Connecticut printer writes: "Please give me information regarding printing on tin-plate. Can this work be done on a job press? How are tin signs in several colors printed, those that are used in stores?"

Answer.— Tin-plate printing, such as is used for containers, for signs and for buttons, is done by the offset process on a special press, either hand or power. For short runs with many changes a hand offset press may be used. For signs and tin-can work power presses are invariably used. You can print tin on a job press from rub-

ber printing surfaces, but it involves considerable work. coated tin of suitable size, metal racks on which to place the printed sheet of tin, a gas-heated oven made of metal and capable of holding a metal rack, celluloid varnish and brush, or a tin-varnishing machine.

Printing on Wavy-Edged Stock.

(1815) Submits a section of a form with a Ben Day border three-fourths of an inch wide surrounding a white center. There is ample gripper room and about one-fourth of an inch white margin on side-guide edge, with six points space between plates. The wrinkles at the gripper edge of the sheet worked out by wrinkling the sheet badly. The printer writes: "I enclose a sample of an eight-page border printed on coated stock. Have had considerable trouble with a wrinkle. I took pains to see that the plates were all type-high; brush, bands, tympan, feedboard and everything have been carefully examined. The press is a — and in A-1 shape. The job will print without a wrinkle on flat stock, but this stock is wavy and is inclined to buckle, and as it is a long run it must be printed. I claim it is impossible to get the wrinkle out of that stock, as I have tried every known means. Can a wrinkle be gotten out of wavy stock?"

Answer.— If the stock will stand a trim, take off about one-fourth of an inch on the gripper edge. As a rule, there is nothing to spare, owing to diminishing the gripper bite,

so the pressman should be certain that none of the following conditions are present: (1) The guide-rests must not be too high; otherwise, when the grippers take the sheet there is a buckling at the front end of the sheet which will not work out without wrinkling. (2) The plates must be uniform in height. If you have high and low plates, and attempt to cut out the tympan in one place and patch it up in another, it usually will cause the buckling of the sheet, which will produce wrinkling. (3) The grippers must take a sheet without producing any additional waviness. It is advisable to have all grippers hold the sheet firmly, except, perhaps, the two outermost grippers, which may not, under certain conditions, hold the sheet as firmly as the adjacent ones. (4) The sheet guards, brush, etc., should bear with equal pressure on the top sheet. If too tight in one place they may draw the sheet from the grippers, which will produce a buckling of the stock. Doubtless you are familiar with all of the foregoing points. The fairly hard tympan recommended may help, where a soft one will allow too much yielding during impression, which causes buckling. Strips of cardboard attached to the top sheet, a little outside of the printing edge of the plate, will, in some cases, help a disturbance of this kind, while in other cases they may cause the trouble. Try them first about one-fourth of an inch away and then closer. Do not use too thick a card, nor have the edge of the card too near the edge of the sheet of stock. The use of wrapping or craft stock as a sheet fender is one of the best means of smoothing out a wrinkled sheet. Have the sheet, or sheets, well oiled, and do not use wrinkled sheets.

NEVER BEFORE SUCH PRODUCTION RECORDS AVAILABLE.

In the history of the printing industry there has never before been such an organized effort to gather classified production data, on all bindery operations, as is now being vigorously carried on by the United Typothetæ and Franklin Clubs of America.

Never before has the interest in the printing fraternity been so thoroughly aroused on the subject of efficiency of production as at the present time. Executives of the printing-plants of many of the organization members, realizing the benefits to be derived from collective effort, are freely and frankly exchanging information gathered from the production records they have compiled on their bindery output.

There is strength in the exchange of this information. Why? Because every one coöperating has compiled the data by the same standard methods. What are these standard methods underlying the system of recording bindery production, as devised by the Price-List Committee of the national organization? They are methods whereby the operations are distinctly classified by number, and standardized as to size and class of work. For example, in the operation "Folding," the number and kind of folds are taken into consideration, in both hand and machine work; also the size of the folded sheet. "Wire-Stitching," the number of stitches, whether side or saddle, flush or extended cover, and the number and size of pages to be stitched are considered, to permit proper recording of the number of pieces completed by an operator in an hour's time.

When this work has progressed sufficiently a composite report will be compiled from the data on production forwarded to national headquarters, and every printer and binder who has contributed to this report will receive a copy. In this way those interested get the experiences, not of one, but of many manufacturing the same product.

Not to know and use the ideas, facts and methods which have won for other manufacturers and executives, signifies more than mere neglect of opportunities. For in this day of keen competition, knowledge sets the pace. The manufacturer or executive who knows his production and can use the methods proved out by others in his same line to increase output is the one who does not fear competition, because he is abreast of the times and up to the minute on business methods.

Wouldn't it pay you to investigate this method of recording bindery production? There are no obligations except those you owe yourself. Send for a copy of the treatise, "Classification of Bindery Operations and Operation Numbers." Address your request to the United Typothetæ and Franklin Clubs of America, 608 South Dearborn street, Chicago, Illinois.

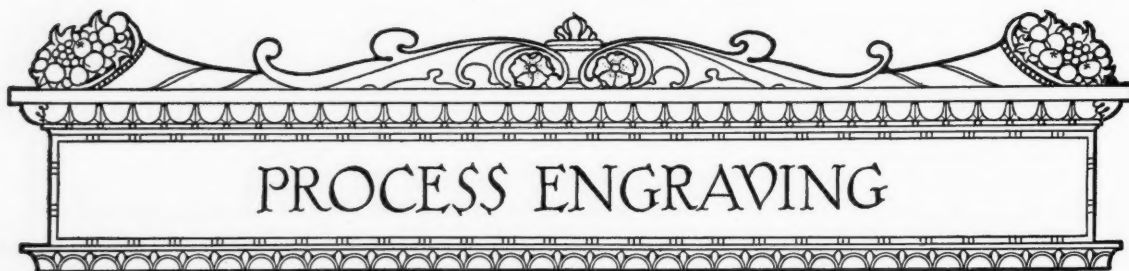


YOUNG BATES, THE PRINTER.

Submitted by B. W. Bates, The Printer, of Roseburg, Oregon. Mr. Bates says that "if the 'kid' keeps up this 'clip' it looks as though the printing trade will lose him and the movies find a nugget."

"VICTOR YATSA LONIKI."

This heading in the war news of the *Chicago Examiner* recently, gives rise to the suspicion that the operators are becoming confused with the unfamiliar names of unfamiliar places and make the U. S. language foreign-looking by transposed spacing. The reader, not readily grasping the unfamiliar grouping, may murmur sadly, "Whatanas Siam."



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Typolith, What Is It?

J. W. Byrne, Boston, writes: "At the recent printing show in New York I was shown an insert torn from THE INLAND PRINTER, purporting to be made by a new engraving process called 'Typolith.' I want to know what month that insert was published and something about the process."

Answer.—That insert will be found in THE INLAND PRINTER for August, opposite page 664, and accompanying it is the most complete description of Typolith thus far published. It might be said that it is not an engraving process but a presswork problem, which is solved by a special make-ready together with a wonderfully sensitive tympan to give the impression. The Typolith Company, of Battle Creek, Michigan, will supply positive information regarding Typolith.

To Remove Tarnish from Copper Half-Tones.

R. B. Benson, Portland, Maine, asks: "How will I remove the tarnish from copper half-tones? You engravers have some acid for doing it, and if it is not giving away a trade secret I would like to use it. Before putting half-tones away, I want to have them look cleaner than a wash with benzin leaves them, so that when they come to be used again we can tell what condition they are in."

Answer.—The "acid," as you call it, that engravers use to remove the tarnish from half-tones would be too dangerous for you to handle owing to its poisonous nature, and because you might damage half-tones by not knowing how to use it properly. For your purpose, a bristle brush moistened in vinegar and dipped in table salt will brush away tarnish, but you must wash away all traces of the vinegar with clean water and dry with a clean, soft cloth.

Mysteries in Processwork.

Prof. Charles F. Chandler, the famous chemist, has probably delved more into the secrets of processwork than any living American. At the opening of the wonderfully instructive exhibition of photography held under the auspices of the American Institute of Graphic Arts in New York, Professor Chandler told of the evolution of processwork since Nicéphore Niepce made the first photoengraving in 1824. During the course of his lecture he answered two queries that every photoengraver would like to have answered, and on which all of their work depends. The first question is: What is the action that takes place when a sensitized plate is exposed in the camera? Professor Chandler's answer is: "Light does something to iodid and bromid of silver, and nobody knows what." The second question is: How is it that a solution of sulphate of iron flowed over an iodid and bromid of silver film, after exposure to light, develops an image? Professor Chandler's reply, after a half century of experiment and

research, is: "Iodid and bromid of silver acted on by light attract metallic silver thrown down by sulphate of iron in the developer, but nobody knows how." Just as Edison is frank enough to admit that he knows as little about what electricity really is as when he began to study it, so does the great Professor Chandler confess the mysteries in photography, and it is likely they will remain mysteries.

Half-Tone for the Daily Newspaper.

W. G. L., Canton, Illinois, writes: "Would you please refer me to some work dealing with half-tone making which explains clearly every detail, so that a layman like myself, with practice, could turn out work suitable for a small daily? It should also tell everything that is needed, kind of camera, screen, etc., and the cost of the outfit."

Answer.—If W. G. L. will refer me to a book where I can find everything about newspaper making, explaining every detail, telling the kind of press, etc., and the cost of the outfit, so that a layman like myself could run a newspaper successfully, I will swap information with him. In the list of books published by The Inland Printer Company are those pertaining to half-tone, and still every detail is not explained nor is the cost of an outfit given, because that varies with circumstances. Unless a paper has enough engraving to do to employ its own plant, it is infinitely cheaper to have the engraving done by those in the business.

British Engravers Adopt Trade-Saving Measures.

Finding that the engraving business in Great Britain was getting into a condition where neither masters nor men were able to make a living, owing to the increased expenses required in business and the home, a meeting was held in London on August 14 where seventy-five per cent of the process trade of the country discussed methods of saving the majority of plants in the trade from failure. A Master Process Engravers' Trade Union was formed, so that the employers in the business might enter into agreements with the employees' union for the benefit of the trade as a whole. This meeting was the result of many previous conferences, in which an outline agreement had been drawn up. The provisional agreement was gone over thoroughly by representatives of both masters and men, and each clause was thoroughly considered and discussed until finally an understanding was reached which *Process Work* says will affect the trade for good or ill for many years to come. It adds: "We hope in the near future to be able to give a complete scale of the lowest prices that will, in future, be charged for processwork. With such a splendid start, it is believed that processwork will now be put upon such a basis that it will be able to take its proper position in the world of art. It will no longer be

degraded and despised, but will stand forth as the handmaid of all that is best in the business world, the helper and friend of the merchant and manufacturer, the best and most effective representative of the trader, whatever his wares, and the most efficient sales force he can employ." All of which shows what a small world we are living in.

Half-Tones After Long Exposures.

P. J. Cummings, Boston, writes: "There is one thing I can not understand, and I find other operators can not explain it: Why is it that when you expose a wet plate on a piece of copy to make a half-tone enlargement from it, you can not get as intense a negative as when you make a reduction from the same copy? The bath, collodion and developer are identical, and still with a long exposure the negative develops thin, while with the shorter exposure

ment. To overcome this, after a long exposure, if the exposed plate is dipped in the silver bath once more, it will be found on development to give an intense image, proving the presence of the proper amount of free silver.

Hardening Bath for Zinc Enamel.

"Etcher," Cincinnati, Ohio, writes: "Some years ago I read a hint in THE INLAND PRINTER that saved many a plate for me. Up to that time I used to have the enamel lift from the zinc during etching, but you advised some sufferer, with a like ailment, to use wood alcohol to drive the water off the zinc after development. That dope worked bully until of late, when my old trouble has come back on me, and for the first time I write to you for advice as to how to overcome it."

Answer.—You may be using alcohol that has been



JUST MET A FRIEND WITH A BOTTLE.

Photograph by R. R. Sallows, Goderich, Canada.

required for a reduction the negative develops intense. I am sure all your readers who use wet plates would be interested in an explanation."

Answer.—There are two principal reasons for the difference in intensity of a developed image when the exposure is long or short. Rarely is sufficient exposure given when making a half-tone from an enlarged copy, hence the illumination of the sensitive plate is not of long enough duration to affect all of the iodid and bromid of silver on the sensitive plate. As the developer acts only on the iodid and bromid of silver affected by the action of the light, an underexposed plate receives only partial action of the developer and the result is a weak image on development. This every photographer knows, but there is another reason for a weak image on development after a prolonged exposure, and this some photographers are not acquainted with. It may answer this query. When a wet plate is taken from the bath it is drained of all the solution possible, and while it is in the plateholder during a long exposure it is drained still further of bath solution. Some free silver on the surface is necessary to produce proper development, and after a long exposure there is usually not sufficient silver, consequently one gets a weak image on develop-

ment. To overcome this, after a long exposure, if the exposed plate is dipped in the silver bath once more, it will be found on development to give an intense image, proving the presence of the proper amount of free silver. Be sure you get wood alcohol. If you want to get it to further harden the enamel before burning in, then add to the alcohol an equal quantity of a saturated solution of bichromate of ammonia to which one per cent of chromic acid has been added. Flow this solution over the enamel a few times and just rinse off before drying and burning in. To expose the developed plate to sunlight after drying and before burning in always helps to make the enamel cling to the metal during etching.

Half-Tones for Dull-Coated Paper.

"Publisher," New York, writes: "There is a disagreement between my printer and a photoengraver in reference to some half-tones that I used on a dull-coated stock. The printer says the half-tones were not made right to print on such stock; that they were not deep enough in the shadows, nor were the dots as fine as they should be in the high lights. The engraver says that his half-tones are made to print on any kind of stock. We have agreed to leave the dispute to you for an opinion. Enclosed please find engraver's proof and printed result."

Answer.—Judging from the proofs, this is one of the

cases where the engraver is wrong. Half-tones for dull-coated paper do require different treatment from those intended for printing upon highly glazed stock such as that used for engraver's proofs. In the first place, these half-tones should have been made with a 133-line screen, and not one of 150 lines to the inch. The surface of dull-finished paper can be described as soft and "spongy." To print the shadows, the pressman must use a heavier overlay, consequently the small white dots in the shadows fill up quickly, as seen in the print from the edition submitted. The engraver should have made the dots in the shadows larger and deeper to allow for this extra pressure on those parts during printing and the consequent spreading of the ink there. The high-light dots should be as fine as possible, and the pressman should cut the overlay so that in the highest lights the paper should just "kiss" the dots. In fact, the whole half-tone should be deeper than is necessary for use on glazed stock. The best half-tones for this purpose are made in an etching-machine that throws the etching-fluid with force against the plate. If "Publisher" had supplied the engraver with some of the dull-coated stock for pulling the hand-press proofs this dispute might not have occurred.

To Learn Rotary Photogravure.

An increasing number of queries reach this department wanting to know how to learn the rotary photogravure process. There is no book on the subject other than the excellent description of the process published by the Research Department of the Photoengravers' Union, which was mentioned in this department for May. There is no school in which to learn it except the best of all schools—experience. Now, to get experience in it one should begin by mastering dry-plate photography thoroughly, after which take up the carbon process of printing. Every photoengraver who is also an amateur photographer should get acquainted with the use of carbon tissues for printing from dry-plate negatives. The carbon process is one of the most beautiful of photographic processes; besides this, it supplies permanent pictures which can be applied to many purposes, though the most valuable use to which it can be put is photogravure. George Murphy, 57 East Ninth street, New York, supplies a booklet on this subject, as well as amateur outfits for practicing the process. After one has mastered the carbon process, then it will be time enough to learn something about etching the plates.

DOESN'T IT GET UNDER YOUR SKIN?

Doesn't it get under your skin when Mrs. Jones, your next-door neighbor, who owes your wife half a pound of butter, a dozen fresh eggs, a cup of sugar, the clothes-wringer, a cake of soap and some matches, comes into your print-shop and wants you to figure on the year-book of the Ladies' Culture Club, and you give her a slashed price so as to pay off the paper-bill, as you have some of that Milan pamphlet stock to run it on anyway and that won't cost you anything, and then almost as soon as she goes out old Perkins calls you up to see if you can let him have some Milan pamphlet if he gets a job he is figuring on, and as soon as you have got the old Gordon started up again the Bewick Art Press calls up to see if you could let them have a little Milan pamphlet "to finish a job," and you ask them how they are going to finish it when they haven't got it yet and you hear them blush as they hang up, and you go out to Bill's place to get a — lemonade, and when you get back and most in the door you hear the 'phone ringing and you take down the receiver feeling

glad no other receiver has come in while you were out and the Back Yard Print Shop wants a few sheets of Milan pamphlet "to make up a dummy," and the next morning Mrs. Jones comes in smiling her most patronizingest and says that all the printers are after her to get the job, but she'd rather give it to you if you will come down a \$, as the Back Yard Print Shop offered to print it for seventy-five cents under your price and she must make a showing with the society or they will think it unfair to give it to you at such an awfully high price, and you say, "Certainly, Mrs. Jones," and after she goes out you think what a burro you have been and you telephone your wife to go over to Mrs. Jones and borrow half a pound of butter, a dozen fresh eggs, a cup of sugar, the clothes-wringer, a cake of soap, a few matches and a dollar, and pretty soon your wife 'phones that she got them all and you pause in wonder at the ability of that little woman you promised to love, honor, etc., and when you go home you stop at the drug-store and buy a box of candy and have it charged, and when you get home you ask her how she did it, and she says, "Mrs. Jones wasn't at home," and then you wish you had brought her two boxes and —.

—Eugene A. Grant.

PRELIMINARY STATEMENT OF THE MANUFACTURE OF PAPER AND WOOD-PULP.

A preliminary statement has just been issued by the Department of Commerce, Bureau of the Census, giving a comparative summary, 1909 and 1914, of the manufacture of paper and wood-pulp. It is to be regretted that later figures can not be obtained at the present time, nevertheless the statement presents an interesting study as showing the increase during those years. It follows:

	CENSUS.		Per Cent of increase,* 1909-1914
	1914	1909	
Number of establishments †	718	777	— 7.6
Persons engaged in manufacture	95,516	81,473	17.2
Proprietors and firm members	221	250	—11.6
Salaried employees	6,838	5,245	30.4
Wage-earners (average number)	88,457	75,978	16.4
Primary horse-power	1,613,916	1,304,265	23.7
Capital	\$534,625,000	\$409,349,000	30.6
Services	66,164,000	50,315,000	31.5
Salaries	12,918,000	9,510,000	35.8
Wages	53,246,000	40,805,000	30.5
Materials	213,151,000	165,442,000	28.9
Value of products	332,147,000	267,657,000	24.1
Value added by manufacture (value of products less cost of materials)	118,966,000	102,215,000	16.4

* A minus sign (—) denotes a decrease.

† In addition, in 1914, nine establishments engaged primarily in the manufacture of paper boxes and roofing materials and in other industries produced paper and pulp to the value of \$2,767,407, and in 1909, fifteen establishments of this character manufactured \$2,567,267 worth of paper and pulp.

A FINE EXPRESSION.

In a review of a novel we come across this suggestive sentence: "Here, too, characters that transmute common things into gold by the alchemy of the spirit." The finest thought of the day is expressed by that modest sentence. The great problem in religion, education, business, politics and society concerns itself with that transmutation. It suggests a finer life than one gets out of the materialism of the age, with its luxury, pleasure, selfishness, ill will, spite and overreaching. The evolution of the day is toward the sanctification of every-day experience and infusing heroism into common life. That is what must eventually happen if humanity ever gets to be what it should be. It is a long ways to that end, longer, perhaps, than from the monad to man, as Emerson expresses it, but thither the evolution proceeds.—*Ohio State Journal*.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

BY J. L. FRAZIER.

ERVIN BALDWIN, Charles City, Iowa.—Your large advertisement for Burch Brothers Company is exceptionally strong, far and away better than one ordinarily sees in small-town papers. We are reproducing it herewith as an illustration of how effective simple arrangements may be made, and to show the advantages of liberal white space. On the page

[illegible]

ALLEN B. CURRAN, Beatrice, Nebraska.—You handled the large "Paige" advertisement in a very satisfactory manner considering the fact that altogether too much copy was furnished you. We believe, however, that it would attract more attention and appear more inviting to the reader if the text had been set in one size smaller type so that the display, especially that at the bottom, could have been given greater

[illegible]

Dodge City Daily Globe, Dodge City, Kansas.—Your forty-eight-page Harvest Edition, of August 24, "the biggest paper ever published in Western Kansas," is a monument to the efficiency of every department of your organization. This writer is under the impression that the editor is J. C. Denious, an old schoolmate of his at Baker University, but the advantage of so much advertising has crowded the editorial page out of the issue and we can not verify our suspicions. If that is the case, we are proud of the fact that we know a man who has the ability to get out such a paper in a comparatively small town in a section of the State that is, as yet, rather sparsely inhabited. The advertisements are exceptionally well composed, which is remarkable in view of the fact that the plant must have been taxed to the limit to get up such an amount of display advertising. Some few are crowded, due to the use of larger sizes

of type than should have been used and to bringing out too many points in display. To emphasize too many features in an advertisement is to create a clamor for attention which is disconcerting to any reader, and for that reason the message conveyed is not impressed as effectively on the mind as when one or two points are brought out effectively and the remainder arranged with a view to facilitate reading. Automobile advertising is prominent in the edition. The presswork on some sections is of a very good grade, but on others it is rather poor. We are of the opinion

types save one, and that one set in boldface, that one would stand out above the others. When all are set in black, bold and crude letters, the prominence of one counteracts the prominence of the others throughout, and no prominence is gained by any of them that is worth while and that would not be obtained by the use of lighter types. We are surprised that with such a large paper you would allow a small, double-column advertisement on your first page. A paper's first page should be "halloed ground," so to speak, upon which display should not be allowed to intrude.

The Queens County News, Jamaica, New York.—The first page of your paper is interesting and well made up and the issue is well printed. Make-up of advertisements on the remaining pages is poor. The giving of "island" positions to advertisements should be absolutely against your rules, not only because it cuts up the reading-matter of the pages into displeasing parts, irritating the readers, but for the added reason that it cheapens your advertising. It is fraught with possibilities for trouble, too, for one advertiser, seeing his competitor's advertisement in such a preferred position, will demand such a position for his own, and, carried to an extent, will make it impossible for you to grant all such positions and offend those who do not get them. The best style of make-up is what is known as the pyramid style. This means placing the largest advertisement of each page in the lower right-hand corner and building up a pyramid at top and alongside this advertisement with smaller ones. Some argue that the large-space advertiser should not be "buried" beneath smaller advertisers, but the size of his advertisement alone will make it prominent. The fact that the larger daily newspapers do this consistently, and with advertisers who spend thousands upon thousands of dollars for advertising, proves that a paper does not have to be suppliant to every wish or whim of its advertisers. A paper which is not

Distinctive Dress for Women and Children



Distinctive Dress for Women and Children

Charming, New and Exclusive Autumn Fashions

OUR Women's Apparel Store welcomes the coming of Autumn with an exposition of the new modes that surpasses, in beauty and variety, any of our previous efforts—an exhibition that brings before you, in person, the newest styles created by the leading designers and creators of fashions, both in America and Europe.

**Gowns, Dresses, Wraps
Suits, Coats
Fashionable Furs
Blouses**

Garments Displayed on
Living Models
At the
HILDRETH THEATRE
Friday Evening
September 28th
At 8:45 o'Clock
Special Musical Numbers

MILLINERY
WORN BY MODELS WILL BE FURNISHED
THROUGH COURTESY OF

THE WARD HAT SHOP

Strong advertising typography by Ervin Baldwin, of the *Intelligencer* force, Charles City, Iowa.

that the rollers were not in very good condition, and are quite sure the flow of ink was not properly regulated. Judging from the spots on some pages where there does not appear to have been sufficient impression, we would say that the cuts were not type-high or the tympan was not changed after each run, and high cuts in previous runs had worn the tympan down at those points. An advertisement is reproduced.

O. EUGENE BOOTH, Cherokee, Iowa.—The advertisements are all interestingly, attractively and effectively composed. Fault-finding, is, therefore, out of order.

Easton Free Press, Easton, Pennsylvania.—Your Fiftieth Anniversary Edition is an admirable one, especially from three standpoints—the editorial, the management, and in the composition of advertisements. Presswork is not very good, especially on the half-tones, and the class of press which you use is capable of doing much better work if properly handled. We do not admire the crude, bold, block style of display type used frequently in the composition of advertisements.

CHARLES W. HODSON, Manhattan, Kansas.—*The Nationalist* is well made up—the first page being very interesting in appearance—and the advertisements are well composed. The New Toggery advertisement in the issue of October 6 appears crowded because such large sizes of type were used throughout. Had the items of minor importance been set in smaller type so that, by contrast, the important features of display would stand out more prominently, the advertisement would have been improved in appearance, made more readable and more effective.

The Temple Mirror, Temple, Texas.—You carry somewhat too much ink. The advertisements are, for the most part, well displayed and set, but we do not admire such bold display types as you use. Those bold block letters may please your advertisers, but if you used letters that were less bold and more artistic, such as Cheltenham Bold, Adstyle or Hancock, the appearance of the paper would be neater and more artistic, and the advertisements would be just as effective. Prominence is really a matter of contrast. If all your advertisements were set in light-face



HERE IS THE PLACE

If you want classy clothes, skillfully cut and scientifically tailored-to-order we are the logical people to give you safe and certain satisfaction. We make no extravagant claims. We do not attempt to deceive you with glittering propositions or alluring inducements. We don't spend fabulous amounts for enticing advertisements. We put our time and money where it belongs—in our tailoring.

When you patronize us you eliminate all risk. You assure yourself of clothes tailored-to-perfection and guaranteed to fit your form and fancy. You get tailoring de Luxe at common, ordinary prices.

IT WILL PAY YOU TO PAY US A VISIT

OUR GUARANTEE
Every article we tailor is unconditionally guaranteed. We take your measurements as accurately, and follow your instructions, in carrying out perfect satisfaction always results.
We make Good Clothes or We Make Good!

YOU WILL BE SURPRISED AT OUR LOW PRICES

500 FALL FABRICS
We have a collection every doing new fall fabric on the market. The finest, modern styles of the season are represented in our amazing line of superb fabrics. We have every desirable fall color combination and every new pattern. We have a remarkable assortment of strong and stylish patterns.
Come and See Them



50 FALL FASHIONS
In our gorgeous display you will find the greatest creations of the season. Here you will see what is new and popular. We have a striking style for every man. Imagine! We have 500 fabrics that can be made into 50 new styles which gives you 25,000 suits to select from and every one will be different.
Come and See Them

We are located at 624 Second Avenue, Dodge City, Kansas. We have a large stock of new clothes for men, boys, and children. We have a large stock of new clothes for men, boys, and children. We have a large stock of new clothes for men, boys, and children.

MADDEN TAILORS

"WE FIT EVERY PURSE AND PERSON"

624 Second Avenue
DODGE CITY
Office Phone 216
Residence 273-J

One of a large number of good advertisements from a forty-eight-page special edition of *The Dodge City Globe*, Dodge City, Kansas.

interesting to its readers is not valuable to its advertisers, and scattering advertisements helter-skelter over the pages surely does not make it appear interesting to the readers. An advertiser of average mind will recognize the soundness of such argument if made to him, and will act accordingly. The advertisements may even be grouped from the lower right-hand corner of each page in pyramid form without placing the largest advertisement in the corner, but the appearance is better when the make-up is regular, as first indicated. So placing advertisements throws the reading-matter toward the upper right-hand corner where the eye of the reader naturally falls first and where the reading-matter is convenient for him.



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

"Color and Its Distribution in Printing."

There is now in press an important and illuminating sequel to E. C. Andrews' book, "Color and Its Application to Printing," under the title of "Color and Its Distribution in Printing, and How to Estimate Ink." The scheme of this sequel is to present through examples in color the proportions that colors shall obtain in relation to each other in a given design to have the required balance. A strong color requires a smaller area to express itself, and a less vivid color requires more area. But how much? How shall we balance them? There is a generous number of plates showing how the balancing may be done, among them being examples as follows:

Frontispiece.—Design from linoleum plates by William E. Rudge; seven colors. Plate 1.—Ideal proportions of the oblong on Strathmore Japan India. Plate 2.—Harmony of ink and paper; one color with type and illustration. Plate 3.—Another example of above. Plate 4.—Harmony of half-tone subject with stock and ink. Plate 5.—Another example of above. Plate 6.—The addition of two decorative colors to Plate 1—balanced in values. Plate 7.—Plate 1 on white stock with higher values in decorative colors. Plate 8.—Christmas-announcement design by students; on hand-made paper in red and black. Plate 9.—Purple as a decorative color with black. Plate 10.—Another example of purple as a decorative color with black. Plate 11.—A dark yellow-red (brown) as decorative color with black. Plate 12.—Another distribution of a similar color. Plate 13.—A more elaborate distribution of the previous colors. Plate 14.—Green as a decorative color with black. Plate 15.—Simple analogy of two colors with stock. Plate 16.—Same design in analogy and contrast. Plate 17.—More complete and correct treatment of previous colors. Plate 18.—Artistic balance of dark green and yellow. Plate 19.—Elaborate design in balanced contrast. Plate 20.—Two decorative invitations. Plate 21.—A good treatment of red cover-stock. Plate 22.—Decorative announcement. Plate 23.—Example in end-sheet treatment. Plate 24.—Method of conventionalizing good color-schemes.

One of the numerous perplexities of the estimator is how to discover the required amount of ink. The averaging of the amount is not close enough. What is required for a given stock, for a given character of printing-surface, in the way of a given ink? This is the question that every man who sells printing desires to know. Mr. Andrews has systematically and scientifically arrived at facts in this regard by measuring and weighing. His book gives the facts he has determined, as the following summary indicates:

26.—Covering capacity of black or solids (25 square inches), 4 by 6 $\frac{1}{4}$ inches, on antique stock. 27.—Covering capacity of black on antique stock, eight-point type. 28.—

Covering capacity of black on antique stock, ten-point type. 29.—Covering capacity of black on antique stock, twelve-point type. 30.—Covering capacity of black on machine finish, eight-point type. 31.—Covering capacity of black on machine finish, ten-point type. 32.—Covering capacity of black on machine finish, twelve-point type. 33.—Covering capacity of black on S. & S. C., eight-point type. 34.—Covering capacity of black on S. & S. C., ten-point type. 35.—Covering capacity of black on S. & S. C., twelve-point type. 36.—Covering capacity of Half-tone Black on enamel stock. 37 to 44.—Covering capacity of Duplex Sepia on various stocks to show how the ink tones out. 45.—Covering capacity of Process Yellow. 46.—Covering capacity of Process Red. 47.—Covering capacity of Process Yellow over Red. 48.—Covering capacity of Process Black. 49.—Covering capacity of Process Black over Yellow and Red. 50.—Covering capacity of Process Peacock Blue. 51.—Covering capacity of Process Peacock Blue over three colors.

There will be five hundred copies printed. The books will be ready for distribution not later than the first of the year. Advance orders will be accepted at \$5, cash with order. The regular sales price of the book will be \$10. Order through The Inland Printer Company, 632 Sherman street, Chicago, Illinois.

"Making the Most of One's Mind."

Most of our readers whose student days commenced a quarter of a century ago are familiar with a little work, once a classic in its way, called Todd's "Students' Manual." That valuable little book is now both out of date and out of print, and there have been many attempts to produce something which would take its place. This task has been essayed in the present volume by Doctor Adams, the professor of education in the University of London. It is difficult, and it would be impossible for any one, even the late Mr. Todd, to please everybody. American readers will find fault with Professor Adams on the ground that he has in mind the problem of making his young readers into students, whereas any American writer would almost certainly have considered rather how to make students into practical men of affairs. To Professor Adams, education is an end in itself. By saying that at the outset we protect at once both our author and ourselves.

Whatever be regarded as the object of study, however, there is a great deal which all students have to learn in common. We all need, for instance, to examine ourselves and determine to which of the commoner psychological types we belong—to determine whether we have "hard wits" or "soft wits," whether our temperaments incline more to the sanguine, the phlegmatic, the choleric or the melancholic, and whether our memories absorb easily and forget easily, or whether they learn with difficulty but remember easily. It makes a great deal of difference in

considering not only our method of education but our whole plan of life, and no one can examine us so well as we can examine ourselves. Having determined what are our main psychological characteristics, our next problem is to shape our methods of study so as to make the most of our particular type of mind. This is the problem as Professor Adams sees it.

Besides all this very valuable theoretical matter, Professor Adams has some practical remarks about how to read, and to get the greatest benefit from reading; how to use various kinds of books properly, such as text-books, dictionaries, reference books, and even novels; how to get the most out of different kinds of lectures; how to listen, and how to take notes, and so forth. The student who is denied the opportunity of oral teaching will find comfort in the author's remarks on the use and abuse of teachers. Last of all, he deals with examinations, not from a theoretical point of view, since their conduct is not within the province of the student, but simply with the idea of helping the examinee to get through. In passing, one can not but consider it a great reflection upon the existing system that the professor has to draw a distinction between the experienced and the inexperienced candidate, and it is evident that sometimes an inferior scholar may obtain greater credit than his betters simply because he knows the little ways of examiners.

It is no disparagement to say that the book under review can not be expected to enjoy so great a vogue as did the Rev. John Todd, for that gentleman had a smaller and a far easier public to cater for. But Professor Adams has made an interesting and a useful contribution to a difficult subject which is of pressing importance. No student can read his book without profiting from some of the hints he lets fall. It would not be wise, however, and it is not in accordance with modern principles and practice, to treat any book as a Bible, although when it comes down to the student from the Olympian height of a professorial chair there is a temptation among the inexperienced to look for something finally authoritative, and when its fallibility is proved, unlimited faith is apt to be replaced by unreasoning contempt. Any one who puts this book into the hands of the inexperienced students of the type that is most likely to seek its aid, ought to protect both himself and Professor Adams from both these consequences.

We are ourselves most interested in vocational education, and that is the one thing which the author had least in mind. That does not make his book the less valuable from our point of view, because it deals with certain aspects of education which are apt to be overlooked by vocationalists who come to their tasks with a far greater knowledge of some particular trade other than that of a teacher. It may be that vocational teachers will get more out of it than their students. It is certainly not unreasonable to claim that those who have been studying for generations the problem of how to get certain things into the heads of students and teach them to reproduce what they know, have almost certainly solved certain practical problems in pedagogy which can not without loss be neglected by those who are now busily trying to get certain other quite different things into the minds of long-suffering youth.

There is one little criticism we have to make which is directed against the publisher, not the author. We remember our handy little copy of Todd, which measured about two inches by three at most, and we can not but compare it unfavorably to the volume before us, which measures nearly seven and three-quarters by five and one-quarter, and is an inch and a quarter thick. That is a very prac-

tical consideration in any book which is meant to be beloved and bethumbed as much as was Todd's "Students' Manual."

"Making the Most of One's Mind," by Prof. John Adams. Published by George H. Doran & Co., 38 West Thirty-second street, New York city, and Hodder & Stoughton, St. Paul's House, London. Price, \$1 net.

TO J. L. FRAZIER.

BY L. L. INGRAHAM.



USED to read your pages with envy for the guy whose work you reproduced in there and praised up to the sky. And I was sure that if I had the chance those fellows had, with scads of type and ornaments, I wouldn't do so bad; to them both customer and boss come humbly in and say, "Here, get this up in real art style, no matter what's to pay." While I—well, with this junk outfit, so dirty, worn and old, so ill-selected, out of date, you'd scarce doubt if I told you it had come from Ararat where Noah went to smash—what can I do but set up stuff that's typographic hash! And every job I start to set, the boss yells, till I'm sick, "Set that job up any old way, just so it's ready quick." I vowed and vowed that some fine day I'd pull my freight from here and hunt some Art-for-Art's-Sake shop, where in my proper sphere I'd do some typographic stunts that can be done by few. The critics in astonishment would say, "That guy's ideas are new"; old friends would see the jobs I'd set with wonder and amaze, and marvel they had not perceived my gifts in other days; the boss would pat me on the back and often say, "By heck, my boy, that's great! Say, let me add five to your next pay check." In discontent I pipe-dreamed thus, and somehow failed to see that in the work of every hour was opportunity: but lately I have come to think it is the better plan to do each job that comes to hand with all the care I can, and though the boss may little care how any job will look, just so it gets slammed out on time and marked "Paid" on the book, I am resolved each line I set with careful eye to gage, as though I knew it would appear on Frazier's review page.

PARAFFIN IN THE PRINT-SHOP.

Quite frequently it may be noticed, when a ream of paper is slid under the cutting-knife, that it has a tendency to drag on the bed of the machine, requiring quite an effort to push it back against the gage. This may be caused by either fine particles of dust settling on the cutter bed, or rust thereon. Some use an oiled rag to wipe off the surface of the bed, but this should be discouraged, as the oil which is left on the bed will discolor the bottom sheet as a ream is slid over the bed.

A much better plan is to wipe off the bed with a clean, dry rag or waste, then rub a cake of paraffin over the surface. The bottom sheet will not be discolored and the ream may be slid along the bed with considerably less effort than before. It is a good plan to rub paraffin on all wood and metal surfaces where one is working with paper.—Edwin R. Mason.

NOTE.—A little talcum powder, finely pulverized rottenstone, or powdered soapstone, sprinkled over the bed of the cutting-machine, also will prove advantageous, and, in fact, will be found an improvement over the paraffin, as there is a possibility of the paraffin caking or becoming sticky, especially during hot weather.—EDITOR.



OBITUARY

George A. Joslyn.

With the departure of George A. Joslyn, president of the Western Newspaper Union, the newspaper field loses one who has contributed greatly to its success, and the country loses one who has had a large part in making possible the dissemination of news. Mr. Joslyn has been failing in health for more than a year. Early in 1915 he relinquished much of the detail of the active business management of the company and went to California, where he remained for several months without appreciable benefit. In the spring of this year he suffered a stroke of apoplexy, and this, complicated with other ailments, brought about his death, which occurred at his home in Omaha, Nebraska, on Wednesday, October 4, at the age of sixty-eight years.

Born at Lowell, Massachusetts, on June 30, 1848, he went with his parents to the State of Vermont, settling in the village of Waitsfield, where he received his early training. In 1879 he moved west, settling first at Des Moines, Iowa, where he entered the employ of the Iowa Printing Company, a small concern engaged in the business of supplying ready-prints to Iowa newspapers. That frugality that was characteristic of his life enabled him to save from a small salary a sufficient sum for the purchase of a small amount of stock in the company. By careful application he mastered the details of the business, and in less than two years was sent to Omaha for the purpose of organizing a branch of the Des Moines concern, of which he became manager. Later the Omaha and Des Moines houses were reorganized as the Western Newspaper Union, of which Mr. Joslyn later became president and general manager.

When he became the head of the company he at once began a vigorous campaign for business expansion. Because of his great faith in the new States west of the Mississippi, he at first centered his activities in those States, where he opened branch houses. Not content with confining his activities to the one line of ready-

prints for newspapers, he established the Western Paper Company, and at Omaha and other places put in large stocks of paper and printers' supplies.

In 1890 Mr. Joslyn, in still another effort to meet the needs of the newspaper publishers, added to the business of the company a newspaper plate service. To-day the business built up by his genius is nation-wide, and more than 12,000 newspapers are served by the company he has directed. Mr. Joslyn was always a firm, consistent believer in the power of the public press. He realized the influence of the printed word, and felt that the country press was by far the most potent factor of all in influencing public opinion and guiding national destiny; and so he put into his work the energy, the faith, the enthusiasm of a man who knows he has a mission big with interest to the public. It was because of this idea that his work in connection with the country press was a pleasure to him, and he rightfully felt that his efforts were in keeping with the maintenance of that standard of efficiency that made the country paper a power in its community.

In his relations with his customers and his employees, Mr. Joslyn was notably just. "If there is a legitimate doubt, give your patron the benefit of that doubt" was with him always a business axiom. Another maxim was that in dealing with employees you may be sure that justice and liberality will be answered by loyalty and efficient service. He believed that every employee should have a fair chance to develop the best that is in him, and should receive from his employer generous aid in such development.

As a pioneer in the auxiliary publishing business Mr. Joslyn did a splendid service to the men who with small means were struggling to supply sparsely settled communities with weekly newspapers. Those men and those communities were the beneficiaries of his work, his genius and his faith; and his reward was not alone financial. His keenest pleasure to the

last was the thought that he had contributed substantially to the material, moral and intellectual growth of the Great West, which for nearly half a century had absorbed his interest, his energy and the great gifts with which nature had endowed him.

Dr. Loomis P. Haskell.

Dr. Loomis P. Haskell, a printer of over seventy years ago, passed away on Saturday, October 7, at the age of ninety-one years, at the Presbyterian Hospital, Chicago, where he had undergone two operations for kidney trouble. Prior to his death Doctor Haskell was said to be the oldest practicing dentist in the country.

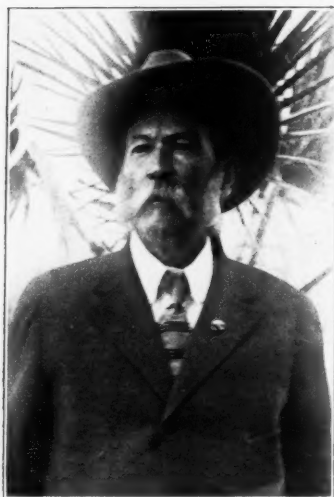
Doctor Haskell was born in 1826 at Bangor, Maine. He went to Boston, Massachusetts, and in 1841 started work at the printing business at No. 11 Cornhill. At least a portion of his apprenticeship was served on *The Youth's Companion*, at Boston. While working at the printing business he took up the study of dentistry, and started practicing that profession when twenty years of age. He moved to Chicago and opened an office in 1856. Since that time he gained a prominent place at the top of his profession, writing a number of books on gum diseases and other subjects relating to dentistry, and winning for himself an international reputation. The Haskell Post Graduate School of Prosthetic Dentistry, which he founded, has graduated pupils from nearly every country on the globe. Among his patients were many famous personages of both this country and Europe. A year ago he retired from active work after an international lecture tour, in the course of which he appeared before clinics in Berlin, Vienna and Paris. In 1915 he was elected honorary president of the American Dental Congress at its annual convention in San Francisco.

Doctor Haskell retained a great interest in printing, and among his most highly prized possessions were several old scrap-books containing specimens of early printing, many of

which he helped to produce, and a large number of prints of woodcuts taken from magazines and newspapers of over seventy years ago.

Thomas F. Weeden.

Thomas F. Weeden, for many years editor, publisher and printer of the *Arizona Blade*, at Florence, Arizona, is dead, having passed away at Phoenix, Arizona, where he was serving



Thomas F. Weeden.

the Federal Government in the capacity of Registrar of the Land Office.

Mr. Weeden was one of the quaintest and most interesting newspaper men of the West. For three decades he issued his modest journal every Friday in the little town of Florence, it invariably coming forth literally shining, both editorially and typographically, and being as readable as the most carefully compiled magazine. Up to the time of his appointment as registrar by President Wilson, he gave his personal attention to every department of his office and, until crowded out by a typesetting machine, composed in type all of his editorials and literary items.

Although he owned a model country newspaper plant and had a comfortable home, Mr. Weeden, a few years ago, made the statement before the Arizona legislature, of which he was a member at the time, that he never in his life had possessed five hundred dollars at one time.

Previous to locating at Florence, Mr. Weeden founded the *Brownsville (Tenn.) Democrat*, and served on the staffs of the *Kansas City Times*, *Omaha World-Herald* and various other metropolitan newspapers.—*Edmund G. Kinyon*.

NEWS ITEMS FROM THE UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA.

Secretary Joseph A. Borden has returned to national headquarters after an absence of several weeks following the convention at Atlantic City. Mr. Borden visited several eastern cities to confer with the allied industries regarding organization work. He then visited cities in the Middle West and addressed printers' meetings on the activities of the national organization and the value of concentrated effort.

F. W. Fillmore, cost accountant, spent the past several weeks in Providence, Rhode Island, doing some special costwork for one of the national organization members. Several members in the Middle West are having their cost systems revised to meet the requirements of the Standard cost-finding system, so that they can receive the Certificate of Cost Finding, which is now being issued by the organization to members who are keeping the Standard cost-finding system correctly, and who send to national headquarters each year their annual statement of cost of production, on the prescribed 9H form sent out by the Cost Commission. This certificate is good for one year only, and states that the holder is keeping the cost system correctly. It is 12 by 10 inches in size and bears the endorsement of the Federal Trade Commission; is issued over the seal of the national organization and the signature of the chairman of the American Cost Commission and the organization secretary. This certificate is of far-reaching importance to the printing industry. Plants possessing the certificate can point with confidence to the fact that their costs are correct, when a dispute arises with their customers as to charges made on any specific job. Members should avail themselves of this valuable help. Printers who are not members of the organization should investigate this and have the Standard cost-finding system installed in their plants.

The service department extended to the membership some very valuable assistance during the past month. Close to two hundred requests were handled, and, as evidence of the value of this service, the files at national headquarters contain many new testimonial letters.

The cost-accounting department is now engaged in preparing a cost system for lithographers. This work has been taken on at the request of the

National Association of Employing Lithographers.

The members of the organization presented the retiring president, A. W. Finlay, with a gold medal in token of the valuable service he has rendered during his official career. The presentation was made at the time of the thirtieth annual convention, by the new president, C. D. Traphagen.

PRACTICAL BIBLIOGRAPHIES COMPILED BY UNIVERSITY OF WISCONSIN STUDENTS.

Lists of books and magazine articles dealing with newspaper writing and editing, and with the life and work of great American newspaper editors, which were recently compiled by students in the Library School of the University of Wisconsin in coöperation with Prof. Willard G. Bleyer, of the Department of Journalism, have just been published in three pamphlets. The bibliographies have been prepared for college students of journalism and for newspaper workers who desire courses of reading on various phases of the journalistic profession.

The first of these bibliographies, "Daily Newspapers in the United States," prepared by Miss Callie Wieder, now librarian at Fond du Lac, Wisconsin, gives lists of books and articles that discuss newspaper editing, reporting and correspondence, the Associated Press and the United Press, the function of the newspaper, government regulation of the press, current criticism of newspapers, the ethics of journalism, and journalism as a career for men and women. All of the text-books and practical manuals on newspaper writing, editing and publishing, with the price and publisher of each, are listed in this pamphlet.

The other two pamphlets, "Masters of American Journalism," by Miss Julia Carson Stockett, and "Some Great American Newspaper Editors," by Miss Margaret Ely, consist of lists of books and magazine articles about the life and journalistic achievements of James Gordon Bennett, Sr., Charles A. Dana, E. L. Godkin, Horace Greeley, Joseph Pulitzer, Henry J. Raymond, Samuel Bowles, Sr., George W. Childs, Henry W. Grady, Nathan Hale, Whitelaw Reid, Carl Schurz and Thurlow Weed.

The three pamphlets have been published by The H. W. Wilson Company, of White Plains, New York, and form a part of the Practical Bibliographies Series.

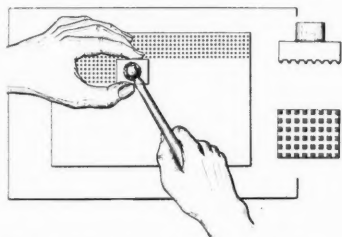
RECENT PATENTS

SUMMARIZED BY ALBERT SCHEIBLE, M.E.

Issued patents often antedate by many years the commercial development of the appliances or processes to which they relate, hence they are at least in part an index of what may develop in the practice of the coming years. The number given in connection with each is that of the United States patent thus reported for us by a well-known Chicago patent attorney.—The Editor.

Tool for Straightening Electrotypes.

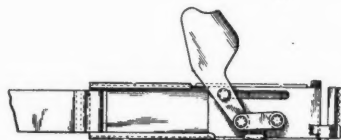
To level the printing-face of a plate, William J. Fraser, of Passaic, New Jersey, lays the plate face down upon a printers' flat and goes over the back of the plate with a tool which is tapped



lightly with a hammer. The tool used is of steel and has its face studded with uniformly spaced pyramids. Patent No. 1,196,942.

Type Tie.

A metal corner-piece fits against a corner of the set-up type and carries a tape which is run around the job and



tightened by a slide and a lever. Harry Crawford, Toledo, Ohio. Patent No. 1,197,186.

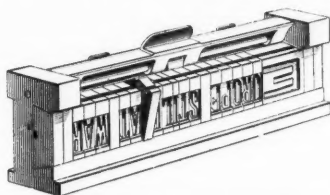
Making Zinc Printing-Plates.

Since zinc can not readily be molded at ordinary temperatures, H. C. Powers presses it against a matrix while maintaining both at a temperature of about 212 degrees Fahrenheit. This being the temperature at which zinc becomes sufficiently plastic for mold-

ing, the zinc becomes softer than the matrix when thus heated. Patent assigned to D. L. Haines, of Brooklyn, New York. Patent No. 1,198,783.

Quad-Block for Linotype Machines.

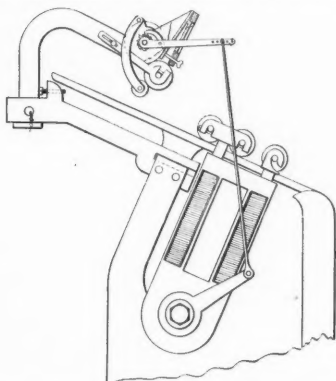
For display lines requiring type of a larger size than that of the regular matrices, D. S. Kennedy employs a holder carrying matrix sections which



may be removed or interchanged. Patent assigned to the Mergenthaler Linotype Co. Patent No. 1,193,269.

Ink-Fountain.

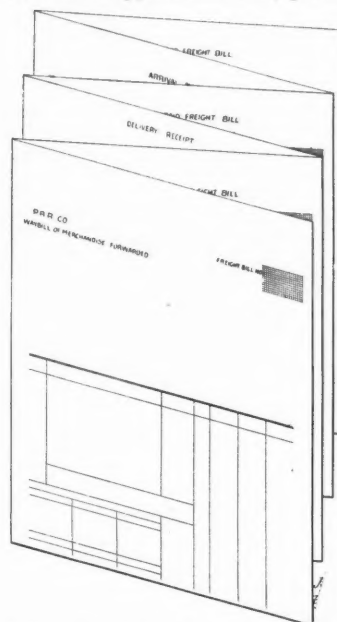
To secure an even film of ink on the form rollers without the use of complicated mechanism, Alton B. Carty,



of Washington, D. C., uses a composition roller for transferring ink to a metallic roller. This metal roller is then carried back by a swinging support as to be in a position where the uppermost of the form rollers will rotate it and will receive ink from it. Reissue Patent No. 14,165.

Expense Bill Form.

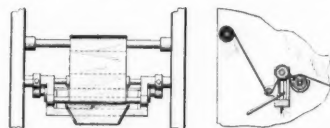
According to this patent, which may have other applications also, patches



of transfer-material are provided on portions of the sheet, so that certain items need be written only once on the folded sheet. Patent No. 1,198,326.

Ink-Saving Attachment for Embossing-Presses.

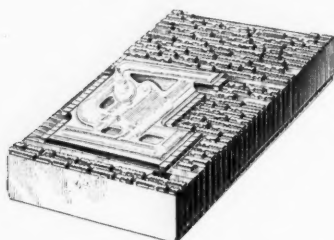
The ink is wiped from the die or printing surface by a strip of paper preparatory to making each impression. Then a solvent is applied to this



strip and it is passed between a backing roller and a blade which scrapes the loosened ink from the strip. Clyde T. Dean, Chicago, Illinois. Patent No. 1,198,198.

Typebar or Slug.

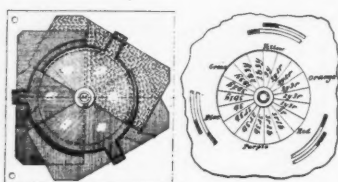
Where machine-set type-matter is to be used alongside of a cut, the Mergenthaler Linotype Co., as assignees



of this patent to Philip T. Dodge, use typebars upon which the cut rests, these bars being cast in sections with undercut tips which grip the printing-plate. Patent No. 1,197,718.

Color Comparator.

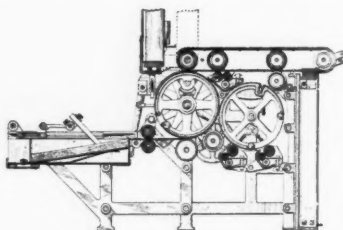
Transparent strips of the primary colors are mounted on a common pivot within a folder which has windows through which the overlapped strips



can be viewed. By varying the number of strips of each color opposite the window, different color combinations can be definitely reproduced. Caroline M. Riker, New York. Patent No. 1,198,770.

Offset Printing and Addressing Press.

A press intended for printing addressed circulars or letters with a dif-

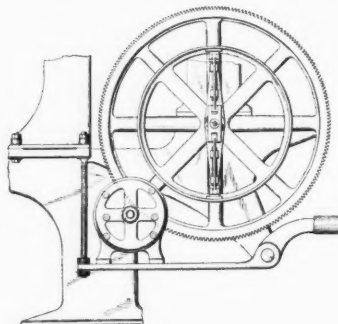


ferent address on each. At each rotation of the offset cylinder a number of different impressions are transferred to it from different plates, including interchangeable address-plates, and a part of these impressions (such as those comprising the address) are afterward rubbed off by

a scrub roller. Patent assigned by Clifton Chisholm to the Planostyle Co., of San Francisco, California. Patent No. 1,197,182.

Drive for Linotype Machines.

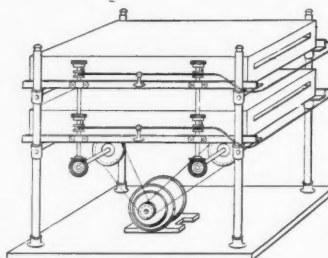
To overcome the noise due to the wearing of the gears, Fred C. Damm,



of Chicago, supports the motor on a platform which may be raised by a screw to adjust the position of the motor. Patent No. 1,193,669.

Apparatus for Etching.

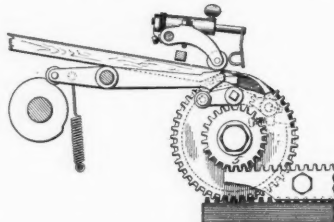
The plates are supported above the etching-fluid in trays which are given a circular vibration by a motor drive, so as to splash the fluid against baf-



fles which divide it into fine particles. Johannes Prigge, Munich, Germany. Patent No. 1,197,857.

Sheet-Feeding Machine.

A sheet-feeder designed for giving the sheet a position which will not be altered by the variable springing of

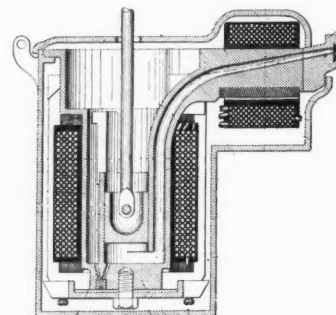


the cylinder-driving mechanism due to different speeds of the press. The cylinder carries grippers which are closed on the sheet while the reciprocating

cylinder is moving toward it and just prior to the end of this movement. Patent assigned by A. S. Grimmer to the Autopress Co., of New York. Patent No. 1,194,012.

Melting-Pot Heater for Type-casting Machines.

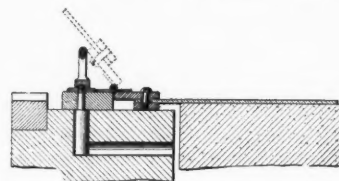
The heating is effected by induction and hysteresis in a cast-iron melting-pot which has coils wound around both the main pot and around the discharge duct. The coils are arranged in sec-



tions, so that the amount of heating may be regulated by using one or more sections. Wayne D. Ludwick, Tacoma, Washington. Patent No. 1,197,042.

Device for Registering Lithographic Stones.

A rail clamped to the table of the press has a transparent sheet, usually celluloid, hinged to it so that it can be swung over the stone. The registry marks on the stone are traced on this



sheet, and when a second stone is placed in the press it is shifted until its registry marks align with those on the sheet. Charles Wagner, of Grantwood, New Jersey, and August Hormel, of New York. Patent No. 1,197,874.

Photomechanical Printing.

Under this title, A. Keller-Dorian, of Lyons, France, has patented a screen for use in producing printing-surfaces. The screen consists of a uniformly transparent plate (of glass, gelatin, celluloid, or the like) which has been molded so as to have minute convergent optical elements of short and practically equal focal length distributed over one surface. British Patent No. 7540.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Process Plates and Grained Zinc for Lithography.

The Lutterman Process Company, 25-27 West Twelfth street, Cincinnati, Ohio, is putting out informing literature on process plates for lithographic purposes, which every concern operating the offset and lithographic processes should have, and it can be had for the asking.

Charles R. Foreman, Circulation Manager of "The Progressive Farmer."

Charles R. Foreman, formerly of the circulation department of the *New York Times*, has recently accepted the position of circulation manager of *The Progressive Farmer*, of Birmingham, Alabama. *The Progressive Farmer* is to be complimented upon its selection of such a man as Mr. Foreman to handle its subscription problems, as experience has well fitted him for the position. Prior to his connection with the *New York Times*, Mr. Foreman served for eight years in the circulation department of the *Kansas City Star*, and before that time was with the *Nashville American*. He is a native of Tennessee.

James Mack Company—Advertising Specialties.

The James Mack Company is a new concern, recently organized for the purpose of manufacturing advertising specialties, with a capital of \$25,000, located at 18 South Fifth avenue, Chicago. The company has adopted the slogan, "Paper, ink, and brains combined, to help you make more sales." James McDowell, the promoter of the new company, is a clever advertising man, and is a pioneer in the offset-printing business. Several years ago he connected himself with the Lambers-Shilling Company, of Chicago, when that company first entered this branch of the printing business. Under his direction as sales manager and vice-president the sales have grown to a point requiring the erection of a

seven-story building on Grand avenue, which the company will occupy on January 1. Mr. McDowell retains his interest and position with the Lambers-Shilling Company, but will devote his entire attention to the new



James McDowell.

concern. He carries into his new field the same geniality which has been so prominent a factor in his success of the past, and this, with his wide acquaintance among national advertisers, will no doubt build up his new business rapidly.

R. W. Anderson Now with Automatic Justifier Company.

The many friends of R. W. Anderson will be interested in learning of his new connection, as general sales manager, with the Automatic Justifier Company, manufacturer of the automatic justifier and metal-furniture caster for printers, Transportation building, Chicago. Mr. Anderson was formerly connected with the Anderson Folding Machine Company, of Lafayette, Indiana, and later with Barnhart Brothers & Spindler.

Advance in Price of Autopresses.

The American Autopress Company, Incorporated, the executive offices of which are at 110-112 West Fortieth street, New York city, has announced that it has been necessary to make a \$200 advance in the prices of all models of Autopresses. The advance went into effect on October 1.

Charles H. Shepard, Manager Spokane Branch American Type Founders Company.

The American Type Founders Company has announced the appointment of Charles H. Shepard as manager of its branch at Spokane, Washington. Mr. Shepard has been connected with the Spokane branch for several years and is well qualified to look after the interests of the printers in the section of the country served by that branch.

"The Inland Printer" as a Permanent and Permeating Advertising Force.

In *The World Forum*, the house-organ of the employees of the *New York World*, appears the reproduction of a letter from Geelong, Australia, testifying to the merits of the Bonn mitering-machine, the invention of Francis J. Bonn, of the *World* composing-room. The editorial reference to the reproduction carries the heading "It Pays to Advertise," and goes on to state that the distribution of the Bonn mitering-machine to far-away Australia was due to an advertisement in *THE INLAND PRINTER*. Now, we are too busy trying to make this paper the best thing the printer ever had, to take much time in jollying ourselves in our own publication, but get this: *THE INLAND PRINTER* never grows old, its advertising is cumulative; the people who are reading it are the men worth while. Show us what a man reads and we will tell you what he is. If he reads *THE INLAND PRINTER*, depend on it he is worth cultivating. The *Forum* has given us this opening and it will hold you for a while.

The "Typo Index."

In the "Typo Index," issued by The Typo Alliance, of New York, is presented a service that should fill a long-felt need in the printing and allied trades. A copy of the Eastern Zone Edition of the index has been received, and the Central, Southern and Western Zone Editions, we are advised, will be issued at the earliest possible dates.

The "Typo Index" is divided into seven sections, as follows: Section 1, an itemized and cross-indexed list of everything contained in the index. Section 2 lists every article, supply or machine sold or used by the trade, and the various kinds of trade work, with names and addresses of representative manufacturers and jobbers. Section 3, an alphabetical list of representa-

of the National Machine Company, of Hartford, Connecticut. The visitors were met at the Bond Hotel, Hartford, by William F. Loomis, secretary and treasurer of the company, and after lunch they were escorted around the city and to the company's plant in three automobiles by Mr. Loomis and S. M. Weatherly, president of the company. After being shown over the entire factory, during which they manifested great interest in the various operations incident to the manufacture of the machines, the visitors were treated to a demonstration of the complete line, all presses being shown in operation, and a detailed explanation being given of the important improvements on the Hartford and National presses. Before leaving the factory a photograph of the party was taken, a reproduction of which is here shown. The party left Hartford for the run to New York by automobiles on Sunday morning. The men expressed themselves as being confident of the ultimate proper settlement of the Mexican difficulty, and look forward to a great revival in American business within a few years. They also were confident that South American sales will not only continue good, but promise to be greatly increased.

In line with its policy of constantly improving its product, the National Machine Company has announced several important changes on its Hartford and National presses. Among these changes is a new scientific system of ink distribution with a wide range of variations and graduations of supply, giving the pressman absolute control in applying the precise amount of ink necessary to bring out the fullest artistic value of his subject, and enabling him to regulate the supply without stopping the press or moving from his position. Other improvements are: Adjustments for regulating the pressure of all distributor rollers and vibrators; instantaneous adjuster bar; unbreakable frisket frame with grippers depressible at any point; safety chase-latch; safety floor stand; hand lever and foot brake which can be operated with the heel on the floor; reset counter; new design box frame, reinforced to insure rigidity, etc. To comply with the laws of various States requiring safety appliances on platen presses of all kinds, the company has invented a new platen guard and a stationary fly-wheel and pulley guard. All of these improvements are fully described and illustrated in literature recently issued, copies of which will be sent on request.



Managers of Central and South American Selling Houses at Plant of National Machine Company.

The Typo Alliance, the announcement states, is an association composed of only responsible houses identified with the paper, printing, publishing, stationery, lithographing, electrotyping, engraving, bookbinding, paper-box and kindred trades in the United States. It offers a means of cooperation between the buyers and sellers in these trades for their mutual benefit and profit. To its members and associate members it supplies an efficiency service, of which the "Typo Index" is the keystone. Membership in the association is of two classes—members and associate members. Manufacturers and jobbers are known as members, and other houses in the trade are known as associate members, but only those in good standing—responsible houses—are eligible to either class. Through this association and its various publications and service bureaus, every member or associate member can have at hand or can quickly secure all the information needed with reference to any department of his business, or relative to any article, machine or supplies that he may require.

tive manufacturers and jobbers. Section 4, technical, statistical and general information. Section 5, a complete list of brands and watermarks of paper. Section 6, a list of trade-names applying to articles other than paper. Section 7, catalogue and advertising.

The offices of The Typo Alliance are at 160 Broadway, New York.

South American Representatives Guests of National Machine Company.

An event of vast importance to manufacturers of printing machinery and supplies—one that indicates the increasing interest on the part of the Latin-American countries in the various manufactures of this country—took place during the early part of October, when the managers of all the Central and South American selling houses of the National Paper & Type Company, the home office of which is located in New York city, visited this country and took trips to many of the paper-mills and machine-shops in the East. On Saturday, October 7, all the members of the party were the guests

The Chandler & Price Contest.

Printers throughout the country should be interested in the announcement of the contest being conducted by The Chandler & Price Company, of Cleveland, Ohio, which appeared on page 22 of our October issue. The company states that for years it has received reports of profits made and work done by printers using its presses, and that it knows there are many plants from which it has received no reports, and in order to secure the facts from such plants the contest is being conducted. True statements only, of not more than one thousand words, are wanted, covering either one of the following subjects: "How We Made a Small Gordon Shop Pay" and "How We Made Our Gordon Press Department Pay."

The contest is open to every printer, whether he is a shop owner or a Gordon-press operator. The company does not want idle praise—flowing language will not count so much as actual facts or figures and knowledge of the printing business. The following hints are given as to the kind of facts wanted: Size of shop; number of C. & P. Gordons; investment in Gordons; percentage of profit on Gordon work; amount turned out per year; kind of work; how you sell it and to whom; form work; advertis-

John Clyde Oswald, editor of *The American Printer*; A. H. McQuilkin, editor of *THE INLAND PRINTER*, and R. A. Loomis, secretary of the International Association of Teachers of Printing. The contest closes on January 1, 1917, and the names of winners and the winning articles will be printed in this journal as early as possible after that date.

The Boedicker Photolithographic Machine.

A new machine which promises to play an important part in the printing industry of the future has recently been put in operation in Minneapolis, Minnesota, and we have been favored by the inventor, H. C. Boedicker, with the following description:

"The machine, known as the Boedicker photolithographic machine, does away with the use of electrotypes and lithographic press transfers, for it prints directly from the original negative onto the zinc plate. Any size half-tone or line-plate may be made from the same negative, and any number of reproductions may be made on the same plate by the step-and-repeat method. This does away with the difficulty now encountered in getting absolute register when a number of electrotypes are used. The big advantage of the machine is that once

invention is the fact that it is built on springs which absorb every bit of vibration. The machine is micrometrically adjusted to the thousandth part of an inch in every movement, and by means of scales on every part of the



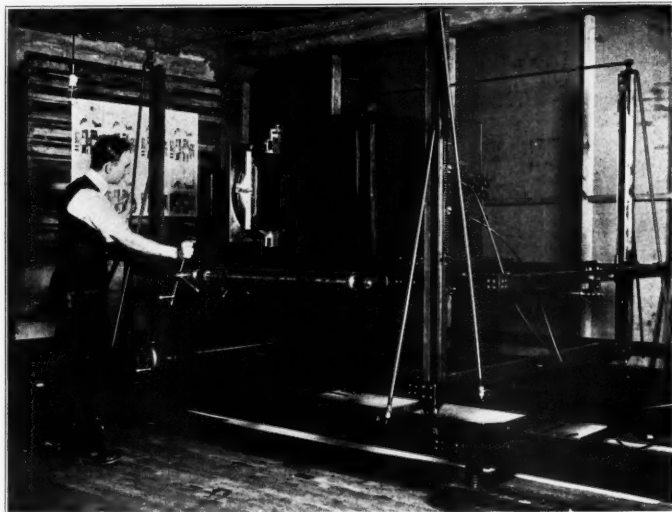
H. C. Boedicker, the Inventor.

frame and on every movable part it is possible to tell exactly the position of the negative when the reproduction is made.

"By using the step-and-repeat method in making plates for typographic presses, the plate, after exposure, is treated the same as a photoengraving, etched and blocked on one block, giving absolute register. The plateholders in the machine are so built that the finest adjustments can be made in any direction. The light, also, is capable of adjustment in any way. The board which holds the metal plates on which the print is made is magnetic, so that a heavy zinc plate placed thereon stays in position without the use of any clamping devices. The board is also micrometrically adjusted, and a record is always made of the position of the plate on every job. By setting the machine at its greatest capacity the negative can be enlarged one hundred times—that is, ten times each way. An ordinary moving-picture film can be enlarged up to full poster size. For newspaper work, the machine has the advantage of speed."

Mr. Boedicker states that once the idea was conceived it required only three months to build the machine, but it took eight years and a great many headaches to think out the idea. The light used is 75,000 candle-power. The lenses consist of a condensing lens 14 inches in diameter, and a powerful projecting lens of high quality.

The Cootey Company and McGill Warner Company interests of the



The Boedicker Photolithographic Machine.

ing printing; imprinting; small runs; special work; make-ready; wash-up; repairs. The prizes offered are: For the best submitted, \$100; for the second best, \$50; for the third best, \$25; for each of the next five, merit awards of \$5.

The judges of the contest will be

a color-plate is made it can be reproduced exactly at any future time.

"The machine itself is 18 feet long, 9½ feet high and 8 feet wide, and the apparatus for the entire process of preparing the negative for the press occupies a darkroom 22 by 30 feet in size. The secret of the success of the

Twin Cities, for whom the machine was built, and who control the patents on the photolithographic enlarging machine, intend to build and lease the machines in the near future.

New Monotype Catalogue.

An interesting catalogue has just been issued by the Lanston Monotype Machine Company, of Philadelphia,

local, individual members who recognize the union in any of the mechanical departments. The object of the division is to handle all questions regarding union labor that are of national import or that are referred by local divisions. The officers elected are as follows: Chairman, W. Green, of New York; vice-chairman, J. W. Hastie, of Chicago; secretary-trea-

curers and rulers of the latest design, are a few of the things installed to make it up-to-date. A stock covering the entire six floors has been put into the building, and everything known to the wholesale paper business is on hand.

The company does a large business in St. Paul and Minneapolis, and, in fact, throughout the Northwest. Fred G. Leslie and Harry L. Donahower, president and vice-president, respectively, of the company, started business in a small way in February, 1903, on Third street. The constant growth of the business necessitated several moves to larger quarters, until the company finally moved to 252 East Fourth street, where it remained for ten years, until the building was destroyed by fire. The company is to be congratulated upon its rapid growth and its splendid new home, a half-tone reproduction of which is here shown.



New Home of Leslie-Donahower Paper Company, St. Paul, Minnesota.

Pennsylvania, describing its unit system of construction. Like the monotype itself, this catalogue is arranged on the unit system; the ten most important advantages of the monotype are taken up in order and analyzed in a clear, common-sense manner, and without technical details. Then the different units comprising the monotype equipment are shown, with a brief description of the function of each attachment and its adaptability to work of every class handled in the composing-room. Every printer, publisher or advertiser who is interested in good typography, or who is considering spending money for type or typesetting equipment, should write for a copy of this new catalogue.

Closed-Shop Division of the United Typothetae and Franklin Clubs of America.

The formation of the Closed-Shop Division of the United Typothetae and Franklin Clubs of America was brought about on September 13, during the convention at Atlantic City, New Jersey. The membership is composed of closed-shop divisions of the local organizations affiliated with the parent body, and where there is no

surer, E. F. Hamm, of Chicago. The Board of Governors is to consist of twelve members, as follows: For one year, E. R. Richards, of Chicago; Hiram Sherwood, of New York; G. H. Gardner, of Cleveland; Francis E. Sheiry, of Washington, D. C.; H. W. Moulton, of Seattle; H. P. Kendall, of Norwood, Mass. For two years, E. F. Hamm and J. W. Hastie, of Chicago; William Green and Frederick Kalkhoff, of New York; Morton B. Hirsh, of Philadelphia; Louis B. Woodward, of St. Louis.

Leslie-Donahower Paper Company in New Building.

On September 5 the Leslie Donahower Paper Company, of St. Paul, Minnesota, occupied its new building on the southwest corner of Ninth and Waconta streets. This move gives the company one of the most modern paper-plants in the country, and one of the largest west of Chicago. In erecting the new building the company has not overlooked a single detail to make it one of the most modern wholesale paper-plants in the country. The building is six stories, and is of reinforced concrete with brick facing. Automatic loaders, gravity chutes,

J. L. Morrison Company Moves Chicago Office.

The J. L. Morrison Company, Incorporated, manufacturer of "Perfection" wire-stitching machines, bookbinders' and boxmakers' wire, etc., has announced the removal of its Chicago office to the northeast corner of Harrison and La Salle streets, the address being 116 West Harrison street. Extensive alterations are being made at the new office, and a complete line of machines and supplies will be carried in stock for immediate delivery.

Cleveland Folding Machine Company Opens New Branches.

The Cleveland Folding Machine Company, of Cleveland, Ohio, has opened branch offices in the Rand McNally building, 532 South Clark street, Chicago, with J. W. Valiant in charge. Offices have also been opened in the Printing Crafts building, Thirty-fourth street and Eighth avenue, New York city, and in the Bourse building, Philadelphia, Pennsylvania. Folding-machines will be on exhibit in actual operation at each of the new branches.

Changes in Officers of New York "Evening Post."

Emil M. Scholz, publisher of the New York *Evening Post*, has been elected a trustee in the place of Horace White, who died recently. A former government statement showed Mr. Scholz a stockholder and bondholder of the *Evening Post*. He has been elected a director of the Fort Montgomery Iron Company, a New York

mining corporation, and, in addition to these new honors, he is vice-president and director of the Garrison Realty Company, as well as being secretary-treasurer and director of the Nation Press, Inc. Mr. Alexander D. Noyes takes the place of Horace White as vice-president of the New York Evening Post Company, and Harold Phelps Stokes has been elected a trustee to fill the vacancy made by the retirement of Gustave Ulbricht.

"Osco" Die-Stamping Press and Bench Routing-Machine.

From the Osco Machine Company, 185 Franklin street, Boston, Massachusetts, comes the announcement of two useful machines—the "Osco" die-stamping press and the "Osco" No. 3 bench routing-machine—both of which are being sold at moderate prices. The die-stamping press holds dies one-half inch thick, up to 2 by 3½ inch face. It is designed and constructed to insure the greatest durability and ease of operation. The company is making an attractive special offer in order to introduce this press.

The routing-machine is designed for wood or metal, with a capacity of any length if not over ten inches wide. It is furnished complete with electric motor. This model contains a number of improvements over the former No. 2 model. A straight-line gage has been added for beveling plates and routing ruled forms. Powerful quick-acting screw clamps, without key, and a grinder for sharpening tools, are among other improvements. Literature illustrating and describing these machines will gladly be sent on application to the company at the address given above.

New Officers of International Association of Electrotypers.

At the annual convention of the International Association of Electrotypers, held September 25 and 26, at Cleveland, Ohio, the following officers were elected to serve the organization for the coming year:

President, Harris B. Hatch, of the Royal Electrotype Company, Philadelphia, Pa.; first vice-president, Lionel E. Bush, of the Atlas Electrotype Company, Chicago, Ill.; second vice-president, J. E. B. Littlejohn, of Littlejohn & Vaughan, Toronto, Canada; secretary-treasurer, W. T. Timmons, of the Lead Mould Electrotype Company, New York; statistician, August D. Robrahn, 848 Transportation building, Chicago, Ill.

The chairmen of the principal com-

mittees are as follows: Membership, Fred J. Breuning, of the Raisbeck Electrotype Company, New York; Cost-Finding, E. G. J. Gratz, of the Standard Electrotype Company, Pittsburgh, Pa.; Publicity, Frank H. Clark, of the Eclipse Electrotype & Engraving Company, Cleveland, Ohio; Labor, August D. Robrahn, 848 Transportation building, Chicago, Ill.; Standards of Practice, Adam Suelke, of the Belz-Duncan Company, Philadelphia, Pa.; Research, Harry M. Blaetz, of the Royal Electrotype Company, Philadelphia, Pa.; Standard Scale, George H. Benedict, of the Globe Engraving & Electrotype Company, Chicago, Ill.

August D. Robrahn was engaged to act as international organizer for the coming year.

Printers' Paper Pricer and Time-Cost Computer.

This new and convenient device for computing time-costs and prices of paper, particularly broken reams, an illustration of which is shown, is the invention of Arthur R. Lawton, of Everett, Washington. It consists of two revolving cylinders containing a series of tables of quantities and prices, so arranged that any line of a table may become a top line, close to the headings, and may be read without difficulty. These cylinders are readily controlled by the handles at either end, the one at the left being attached to the inner cylinder, and the one at the right the outer cylinder.

The table on the outer cylinder is for flats, bonds and ledger stock, the

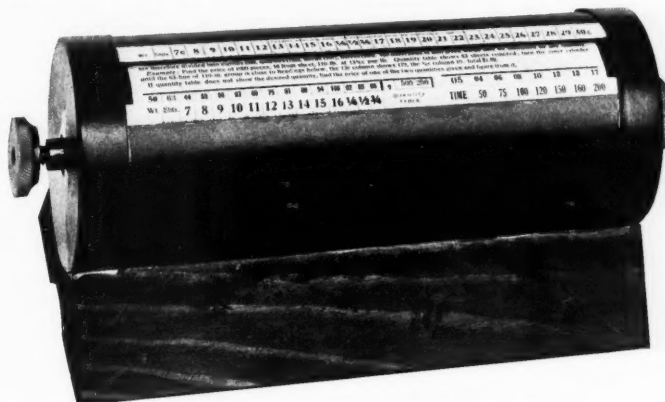
The inner cylinder has a table of book-paper weights, running from 50-pound to 140-pound, and priced at from 7 cents to 16 cents per pound, with fractions as previously stated.

As paper is usually cut in two pieces or multiples, or three pieces or multiples, reams are divided into eighths (63 sheets), quarters (125 sheets), thirds (167 sheets), halves (250 sheets). Full-ream prices and 100-sheet prices are also given—the latter may be multiplied by any number of sheets not given on the machine.

A quantity table on the inner cylinder is compiled especially for this machine. By its use in connection with the price-tables the cost of a given quantity of cut paper may be found quickly and accurately, and with a minimum of effort. For example, find the cost of 1,000 pieces of 16 from sheet, 110-pound paper, at 13½ cents per pound. Turn the quantity table to 16; this shows 63 sheets required to cut 1,000 pieces. Revolve the inner cylinder until the 63 line of the 110-pound group is close to the headings below; the 13-cent column shows 179, the ¼-cent column 10, total \$1.89.

If the quantity table does not show the desired quantity, price one that is given and figure from it, namely, if the above problem was for 500 sheets instead of 1,000 sheets the process would be the same, except that after the price of 1,000 pieces is found you would take one-half of same for 500 pieces.

A standard device is made with seven columns of time rates, on inner cylinder, as follows: 50 cents, 75



Printers' Paper Pricer and Time-Cost Computer.

weights running from 16-pound to 44-pound, and the prices from 7 cents per pound to 30 cents per pound. The fractional columns, ¼ cent, ½ cent, ¾ cent per pound, are placed in the center of the table for convenient use in conjunction with any other column.

cents, \$1.00, \$1.20, \$1.50, \$1.60 and \$2.00 per hour, divided into tenths or 5-minute units, as preferred.

A special device is made with the same paper tables as the standard, but the table of time cost is printed to order—seven columns at any rate

per hour, giving the purchaser his individual cost units in a very convenient form for rapid use.

Space being limited to seven columns of time costs, endeavor was made to use such prices as would best meet the requirements of the largest numbers; however, these rates are not the only ones that can be used conveniently, as combinations can readily be made. For instance, if a 60-cent rate is desired, take half of the \$1.20 price; for a \$1.25 rate, use the prices found in both the 50 and 75 cent columns, etc.

The device is for sale by The Inland Printer Company, and further particulars will be furnished on application.

Resignation of Wilfred Bancroft from the Monotype Company.

The Lanston Monotype Machine Company has announced that Wilfred Bancroft, who has been sales manager for a number of years, has tendered his resignation, and that it has been regretfully accepted. For many years Mr. Bancroft has been untiring in his efforts to broaden the scope of monotype usefulness and to generally advance the company's interests. Mr. Bancroft has not announced his plans. He leaves the company with its best wishes, and his former business associates wish him every success in his future line of endeavor.

New Officers and Committees of Machine Composition Division Franklin-Typothetæ of Chicago.

At the annual election of the Machine Composition Division of the Franklin-Typothetæ of Chicago, held during the early part of October, Jeremiah M. Cox, of the Chicago Typesetting Company, was elected chairman, and Fred Barnard, of Barnard & Miller, vice-chairman. Mr. Cox has announced the appointments for the various committees as follows:

Cost—J. H. Walden, chairman; L. M. Cozzens, E. J. McCarthy.

Organization—Local—Hugh Brady, chairman; D. W. Mathews, J. J. Smith.

Organization—National—E. J. McCarthy, chairman; John H. Crow, J. I. Oswald.

Metal—D. W. Mathews, chairman; O. M. Benedict, Sam Simons.

Trade Matters—Cecil Emery, chairman; J. H. Walden, E. J. McCarthy, D. W. Mathews.

Insurance—C. L. Just, chairman; Herman Grawoig, F. Barnard.

Depreciation—H. I. Wombaker,

chairman; A. R. Buckingham, F. Hildman.

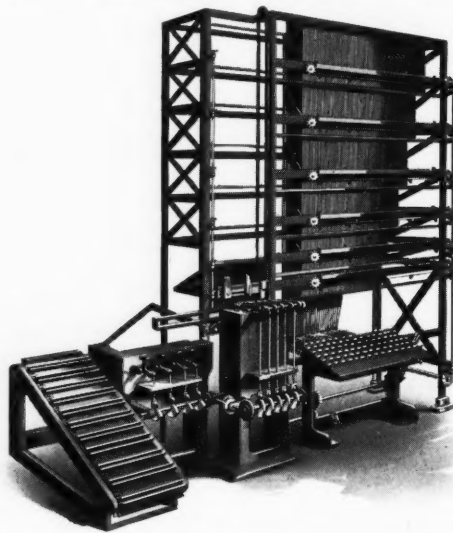
Credits—Samuel Simon, chairman; J. J. Smith, J. H. Walden.

Program—Walter Bleloch, chairman; Hugh Brady, Harry Hillman.

The Displayotype.

The Displayotype, a new typesetting machine which, it is claimed, will do practically everything with type that

operations, and adopt methods and devices that will enable them to do so. Printers are all too familiar with the great amount of time consumed in spacing and justifying columns of figures for ruled blanks, and, therefore, the new "Rulotype" unit system of numbering lines—a brief notice of which appeared in this department of our last issue—should receive a hearty welcome. In this



The Displayotype.

is now being accomplished by hand, is the product of the inventive genius of E. E. Wilson, 1514 Prospect avenue, Cleveland, Ohio. The accompanying illustration gives a general idea of the construction. The machine is designed to be built along entirely different lines from composing-machines now on the market. It is to be a display-letter slugcasting machine, arranged so that one machine may carry from 4 to 75 complete fonts of display-type matrices. Mr. Wilson is now organizing a stock company, to have a capital stock of \$250,000, to build and place the machines on the market. He will forward literature giving full particulars regarding the machine and sale of stock in the company on application.

Saving Time on Composition of Ruled Blanks.

Time is the greatest factor in the cost of composition, and to the extent that a printer can reduce the time required on a job he can increase his profits on that job—and these days of keen competition in the printing business make it necessary for printers to study ways and means of reducing the time required on the various

system is presented an entirely new principle in casting type-bodies—a principle that not only eliminates a great portion of the time spent in setting the figures, but also does away with the possibility of the figures pulling out when on the press.

The system consists of a series of numbers, from one up, each number cast on a single body, with justifiers ranging from two to fourteen points, making it possible to easily space the figures for any width of ruling. Both the figures and the justifiers are grooved at the sides, as are also the end pieces, so that when the string is once tied around the column it remains there until the form is ready for distribution. The grooves are of sufficient depth to permit perfect contact of the furniture and type, and the string, being left around the column, makes it impossible for any of the figures to be pulled out by the suction of the rollers.

The great saving of time is self-evident, as, instead of having to justify each number in a column, the compositor has only one hundred pieces of type to handle when setting a column of from 1 to 50 and spacing it to fit the ruling.

The "Rulotype" system is the product of Barnhart Brothers & Spindler, typefounders, Chicago, and is carried in stock by all the leading dealers in printing material. Printers should write for illustrated literature giving complete information, together with prices.

Persons' "Words-O'-Type."

In Persons' "words-o'-type" is presented a system of logotypes consisting of over eighty words, syllables, prefixes and suffixes, each cast on one body, which should prove a great time-saver for newspapers on which the composition is done by hand. In setting words the logotype can frequently be used, thereby doing away with the necessity of picking up each separate letter. For instance, when setting the word Wednesday, instead of picking up the nine separate pieces of type the compositor first takes the logotype "Wednes," and then "day," two pieces only. Additional words and syllables are being considered, and the company solicits suggestions from working compositors. Full particulars will be furnished upon request to the Empire Type Foundry, Buffalo, New York.

F. Wesel Manufacturing Company Building New Rotogravure Press.

The F. Wesel Manufacturing Company, of Brooklyn, is building a new style rotogravure press, which has on it new and original features. The company states that it is a high-speed press, running at a uniform rate of five thousand an hour, and will be moderate in price in comparison with the foreign machines, while the printed product will be fully equal, if not better.

The press has several patented features on it, which makes it a most desirable machine for this class of work—in fact, it is the very latest improvement in a rotogravure press. The experimental stage is over, and the company will make the first delivery between November 1 and 15. The company installs the entire system, including the photoengraving outfit, with its presses.

Complimentary Dinner in Honor of C. D. Traphagen.

When C. D. Traphagen, the newly elected president of the United Typothetæ and Franklin Clubs of America, arrived at his home after the convention he was treated to an additional surprise. He was hurried to the leading hotel in Lincoln, Nebraska, where a complimentary dinner was

spread by the employees of the State Journal Company, of which he is president. One hundred and two members of the Journal family were present to welcome and congratulate him, and to encourage him in the heavy duties that the new office carries. That Mr. Traphagen's heart was touched by this mark of good fellowship on the part of those with whom he comes in daily contact, was evidenced by the fact that he experienced great difficulty in finding words with which to express his feelings, and when "Trap," as he is familiarly known among his associates, finds it hard to express himself it is certain that he is in an abnormal frame of mind.

Mr. Traphagen went to Lincoln thirty-eight years ago and entered the employ of the State Journal Company at a weekly stipend of \$2.50. That he has traveled some distance in these thirty-eight years is self-evident.

On Monday evening, October 2, the local branch of the Typothetæ staged a real home-coming feast, and the bars were down to those outside the craft. Approximately 250 ladies and gentlemen attended, all voluntarily, no effort being made to pack the house. The governor of the State, the mayor of Lincoln, and other prominent persons were present, and the local printers turned out en masse. To these was added a goodly number of employing printers from over the State—all gathering to honor and congratulate Mr. Traphagen.

Samuel W. North, of Jacob North & Co., printers and binders, of Lin-

coln, to whom we are indebted for the details of these receptions in honor of Mr. Traphagen, writes: "I saw 'Trap' the next day (October 3) and, as I expected, he was wearing the same hat. When I look back over the years I have known Mr. Traphagen, and when I consider conditions as they

existed even so late as ten years ago, and then compare the standing of the printing business of that time with what it is to-day, my hat is off to Mr. Traphagen. For to him, more than to any other man, is due the credit for the higher (I can almost say high) position the craft now enjoys in this community.

"We, here in Nebraska, appreciate the fact that we are far outside the center of the printing industry, and for this reason feel doubly honored that one of our members was chosen for the high office of president. But, though this is true, we feel also that while we have been honored by the selection of Mr. Traphagen as president, the United Typothetæ and Franklin Clubs of America has honored itself.

"That he will make good is a foregone conclusion. We who 'know him best, love him most,' and we are confident that the interests of the association over which he will preside for the coming year will be advanced and raised to a higher level because of his election."

Challenge Paper-Cutters Receive High Honors.

The Challenge Machinery Company, of Grand Haven, Michigan, points with pride, and justly, to the high honor conferred upon its machines—the award of the gold medal and certificate of award—by the International Jury of Awards of the Panama-Pacific Exposition. The machines on exhibition were the Advance lever and the Diamond power paper-cutters,



Reproduction of the Gold Medal Awarded the Challenge Machinery Company.

forming a part of the exhibit of The Norman F. Hall Company, dealer in bookbinders' machinery, of San Francisco. These cutters were viewed by a large number of bookbinders and printers from all parts of the globe and elicited the most favorable comment, the Advance for its easy-cutting

qualities and the Diamond for its neat design and splendid performance under full load. The Challenge Machinery Company is to be congratulated upon the conferring of this honor upon its machines.

Interesting Booklet of Types, Border, Etc.

"Adstyles and the New Art" is the inscription on the envelope which carries a new booklet issued by Barnhart Brothers & Spindler, Chicago, showing the nine versatile units of the Adstyle family of types produced and sold by that typefoundry. In combination with the type, which is arranged in practical examples throughout, are shown strong borders, both brass-rule and type-cast, and decorative units which are particularly adapted to use with the type shown. The object sought for and obtained is that strong, virile effect, instituted by the German artists, which has found favor in the eyes of many artists, advertisers and printers in this country. R. M. McArthur, advertising manager, writes: "We are the first typefoundry to recognize the trend of modern commercial art toward the strong, simple geometric styles in decoration, the practical picture of but little detail that makes a more compelling impression than any realistic picture could—and we are producing type-faces and materials in accord with the vogue."

Those of our readers who have witnessed this trend toward strong, black effects, and admire the style, should write Barnhart Brothers & Spindler, Monroe and Throop streets, Chicago, for a copy of this booklet.

Annual Meeting of Franklin-Typothetæ of Chicago.

An event of great interest to employing printers of Chicago took place on Thursday evening, October 19, at which time was held the second annual meeting of the Franklin-Typothetæ. Reports were read by all officers and chairmen of committees, showing the organization to be in a flourishing condition both financially and from the standpoint of actual service rendered the members and the trade in general. The officers elected for the coming year are: President, J. Harry Jones, vice-president Marshall-Jackson Company; vice-president, W. E. Faithorn, president The Faithorn Company; treasurer, Charles H. Kern, secretary-treasurer Glennon & Kern Company.

The outgoing president, William Sleepceck, was made the recipient of

the "surprise of his life" when J. W. Hastie, on behalf of the membership, presented him with a handsome silver tray as a token of appreciation and esteem. The gift was fittingly engraved with the following wording: "A testimonial of fellowship and esteem from the membership of the Franklin-Typothetæ of Chicago to their first president, William H. Sleepceck, October 19, 1916." In presenting the token, Mr. Hastie made a few fitting remarks, calling attention to the progress made under Mr. Sleepceck's direction, and to the unselfish manner in which he has given his time to the work, in many instances sacrificing his own personal welfare in order to promote the best interests of the organization. Mr. Hastie called attention to the fact that out of all the meetings of the organization, the executive board and other committees at which the president is expected to be present, and they are many, Mr. Sleepceck has missed but one.

Following the business session an extremely interesting address on the subject, "Keeping Step with the Times," was delivered by Harry Newman Tolles, founder of the Executive Club movement, and vice-president of the Sheldon School.

The organization's school of estimating, cost-finding and salesmanship held its first session on Tuesday, October 24, at the John Marshall Law School, 35 North Dearborn street. The classes will meet from 6:30 to 8 on the second and fourth Tuesdays of each month during the winter, or until further notice. The instruction is given free of charge to all book and job printers of Chicago and vicinity, their salesmen, estimators and bookkeepers. Students are required to pass written examinations on all subjects, which will be graded by the United Typothetæ and Franklin Clubs of America School of Printing at Indianapolis, and a certificate of graduation will be issued to those obtaining ninety per cent in all subjects. Attendance at the classes is not limited to members.

Typothetæ of New York in Regular Monthly Meeting.

Members of the Typothetæ of the City of New York had a busy time on the evening of Tuesday, October 17, at the regular monthly meeting of the organization, held at the Salma-gundi Club. There was a large attendance, and many matters of interest and vital importance to the whole

trade were discussed. The famous artists' club readily lends itself to geniality, and good fellowship is now a prominent feature of the meetings. Following the reading of the minutes and the treasurer's report, which showed the association's finances to be in a splendid condition, President Alfred called upon William Green for a report on the thirtieth annual convention of the national organization.

Charles Francis, chairman of the Committee on Shortage of Dyestuffs, reported the work of the All-Industries Committee in seeking the protection by the Government of domestic manufacturers of dyestuffs. He told of a western ink-manufacturing company's development, at a cost of \$500,000, of a color-making annex to its plant, and its anxiety as to whether the incipient industry would be protected at the end of the war. He also stated that the Executive Committee of the Typothetæ had voted its share in the printing industry's expense of the general committee, and that there had been some reductions in the cost of inks.

It was announced that the prize scholarship established by the organization in the printing department of the Carnegie Institute of Technology had been awarded to Valentine C. Ritter, an apprentice in the Fairchild Press, and that he is now in Pittsburgh at the Institute.

The Typothetæ School of Estimating and Cost, which opens on Monday evening, November 6, has over sixty enrolments, and the chairman, G. Frederick Kalkhoff, stated that it was apparent so many would be received it would be impossible to accommodate all. The course consists of lectures and written examinations combined with practical estimating.

Of great interest to the members and the trade in general was the report of the chairman of the Committee on Consolidation of Local Printers' Organizations, Mr. Rudge, who stated that the action of the Printers' League was unanimous in the adoption of the Constitution and By-Laws of the consolidated association. The officers of the Typothetæ were authorized and directed to take all necessary steps in connection with representatives of the Printers' League to carry the consolidation into effect.

Many other matters bearing on the advancement of the best interests of the industry were disposed of, and three houses were unanimously elected to active membership, and four to associate membership.

THE INLAND PRINTER

A. H. MCQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & Sons, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & Sons (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & Sons (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

WANT ADVERTISEMENTS

Prices for this department: 40 cents per line; minimum charge, 80 cents. Under "Situations Wanted," 25 cents per line; minimum charge, 50 cents. Count ten words to the line. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of The Inland Printer free to classified advertisers.

ADVERTISING SERVICE.

MY PLAN produces Platen-Profits permanently. Write BURTON BIGELOW, Indianapolis.

ADVERTISING SPECIALTIES.

ART BLOTTERS, mailing-cards, folders, novelty cards, book-marks, advertising specialties for every business. Sample line, 25 cents. MacTAGGART, 1237 Arch st., Philadelphia, Pa.

BUSINESS OPPORTUNITIES.

FOR SALE—Modern printing-plant in Denver, Colorado, doing a specialty and mail-order business, together with a very good local run of work; established for 15 years; yearly sales approximately \$20,000; here is an opportunity for a buyer to make money from the first day of possession; present owners have other business that demands their attention after January 1, 1917, when we wish to give possession; full particulars will be given upon request. N 241.

FOR SALE—Job-printing plant in city of 30,000; lease runs 12 years yet; pony cylinder and 4 jobbers, large wire-stitcher, large paper-cutter; been established 16 years; always busy; lots of type; office in fine shape; machinery driven by individual motors; owner's health too poor to go through strenuous business this winter; excellent for somebody; investigate this offer. N 30.

GREATEST OPPORTUNITY for practical printer and pressman in established business in large western city; capitalized at \$15,000 and now worth more; present owner wants to retire from all business; if you have a few thousand dollars and desire to get into a safe and prosperous business, don't delay in investigating this. N 247.

NEW YORK CITY JOB OFFICE, equipped to handle only the best grades of work; 2 cylinders, 5 jobbers; established 11 years; prestige and good trade; owners retiring, but will remain with purchaser for a limited time if desired; principals only—dealers ignored. N 240.

WANTED—An A-1 printer who knows the printing-plant from A to Z, to interest himself with a small financial investment and in turn for same receive a large share of the profits and manage one of the best plants in the West. For further particulars, address N 977.

FOR SALE OR RENT—Job-printing shop in thriving Illinois manufacturing town; completely equipped with C. & P. presses, Babcock Optimus 43, folders, perforators, cutters, etc.; yearly business averages \$8,000; reasonable price and terms for quick sale. N 263.

WANTED TO LEASE—Job or weekly newspaper and job office, with good equipment, by printer of several years' experience; privilege of buying on easy terms; state proposition in first letter. N 251.

BOOKBINDERY, equipped for all branches; good chance for one or more young men. GEO. A. FLOHR, Commercial Tribune bldg., Cincinnati, Ohio.

PRINTING-PLANT, job office and weekly newspaper, established 30 years, must be sold on account of illness; suburb 12 miles from Chicago. N 252.

FOR SALE—A job-printing business, established 20 years, in county-seat of 20,000 of Indiana; \$3,500; reason—age of owner. N 130.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for stamp. THOS. M. DAY, Box 1, Windfall, Ind.

FOR SALE.

SMALL-TOWN DAILY PAPERS NOTICE—We have a Scott rotary web printing-press (class Q. C.) that will print sheets 22 by 30 up to 46 by 60, two colors on one side and one color on opposite side, with running speed of 6,500 per hour; we are not commercial printers and have no work for this press, having discontinued the department where this press was in use; therefore you can buy it cheap; it's a money-maker in any pressroom where there are long runs of magazines, catalogues, periodicals, time-tables, newspapers, etc.; we have also one 33 by 45 Brown folder, practically new, which we will sell at a substantial discount. N 256.

THE PROGRESSIVE PRINTER

Should use modern methods in preparing his half-tone overlays. The DURO OVERLAY PROCESS produces an indestructible overlay made from a firmly coated board, which dissolves and leaves the various shades of a cut in proper relief. This overlay has stood the severest test on long runs and should not be confused with the so-called Powder Processes.

All Progressive Printers Investigate. Shopright reasonable.
Send for sample and terms.

OVERDUROPROCESS

121 Oklahoma Ave., Milwaukee, Wis.

FOR SALE—No. E-1 Harris Automatic card and envelope press; this machine has just been thoroughly overhauled, all worn parts have been renewed; entire new throw-off mechanism and new clutch have been installed; grippers and gages have been replaced, and in some instances parts which wore away quickly have been replaced by hardened tool steel or bronze; in fact, this machine is as good as new; while this press is equipped for printing envelopes, it has no reverse feed; the press can be seen running at any time; price, \$750, on our floor. A. JOSEPHSON, 407 Broome st., New York.

BOUGHT FOR A JOB WE LOST, SO WANT TO SELL a No. 190 Dexter folder with pile feeder attached; will handle sheets 14 by 19 up to and including 36 by 48; will fold 14 by 19 into 8's, 16's, 24's or 32 pages, all at right angles; has parallel attachment to third right-angle fold so it will fold a 14 by 19 sheet into 24 or 32 pages, making last fold parallel to the third fold; the feeder will handle a 14 by 19 up to 36 by 48 inch sheet; this machine is a standard Dexter book jobber in very good condition; the original cost was \$2,000; price, \$1,000 net cash on our floor. McGRATH-SHERRILL PRESS, Boston, Mass.

FOR SALE—Century View, 11 by 14 camera, \$65; new large printing-frame, 12 by 15 (ideal), for printing full-size zinc plate, \$25; silver bath (filled), \$20; composition roller, used in rolling ink, \$3; 1 Murray radial router, \$150; 1 etching-tub, \$5; 1 lot of zinc, \$3; 2 arc lamps, \$20; 1 motor, \$70; 1 plate whirler, \$5; 1 lot of chemicals, etc., used in zinc-etching process, \$20; we are anxious to close this out and will sell the entire lot for \$200. N 243.

FOR SALE—One Brown & Carver Oswego 38-inch paper-cutting machine and one 38-inch Seybold paper-cutting machine; first in good condition, second excellent. Parties interested address THE SPIRELLA COMPANY, INC., Gluck bldg., Niagara Falls, N. Y.

FOR SALE—Scott all-size rotary press; cut-off, 19 inches to 38 inches; width between bearers, 50 inches; 7 pieces stereotype machinery; will be delivered suitably boxed, f.o.b. Elmira, if purchaser desires. AMERICAN SALES BOOK CO., LTD., Elmira, N. Y.

FOR SALE—One Harris S-1 press with envelope and sheet feed attachments, also numbering and perforating attachments; press is in first-class condition; price, \$1,000. HESSE ENVELOPE COMPANY OF TEXAS, Dallas, Tex.

REBUILT PRESSES, capacity of all sizes of newspaper and job work; write me your requirements, and I will furnish illustrations and details that will interest you. C. FRANK BOUGHTON, 17-23 Rose st., New York city.

JOB-PRINTING PLANT for sale in California town of 40,000; a two-man shop netting from \$250 to \$400 per month; can be made to pay better by soliciting business; will sell for invoice price on account of health. N 248.

GOLDING PRESSES—8 by 12, 10 by 15, 12 by 18, and 15 by 21; they are practically new in condition and appearance; also all sizes cylinder presses; send for list. PRESTON, 49A Purchase, Boston.

FOR SALE—One Miehle pony, bed 26 by 34, and one No. 4 Miehle, bed 29 by 41; these presses are nearly new, in excellent condition, and absolutely guaranteed to be in perfect register. N 236.

BOOKBINDERS' MACHINERY—Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 638 Federal st., Chicago.

FOR SALE—One 42-inch Kidder slitting and rewinding machine, style S. L.; complete equipment and accessories; good as new; price, \$600. N 246.

WHITLOCK TWO-REVOLUTION PRESS, size of bed 29 by 42, 4-roller; a big bargain. PRESTON, 49A Purchase, Boston.

HELP WANTED.

Composing-Room.

WANTED: A TYPOGRAPHIC LAYOUT AND COPY MAN—We require a typographic layout man who can write copy for our service department; copy requirements secondary; he must be, first, a printer-craftsman who can impart the art quality to our product and set high standards for our force to attain; if he can write good copy, all the better; he must be a man who has worked into advertising after becoming a real printer, rather than one who has gleaned all his knowledge of printing from the advertising business; we are in the service printing business; we conceive that to mean imparting artistic merit and sales punch to the sales literature of our clients; we produce direct-advertising literature; the more a man can help us do it, the more we can pay him; inquiries in confidence. H. A. BLODGETT, president, Brown, Blodgett & Sperry Co., St. Paul, Minn.

MACHINIST-OPERATOR—Man to take charge of 5 linotypes and 2 monotypes; must be high-class machinist and capable of instructing green operators and handling composition efficiently and economically; location, town of 15,000 in Central Western State; non-union. N 106.

WANTED—Compositors and linotype operators who are band men, especially clarinet players; good opening for competent band director. KABLE BROTHERS CO., Mt. Morris, Ill.

WANTED—Combination monotype man for open shop; state wages wanted and full particulars. GEORGE RICE & SONS, Los Angeles, Cal.

Electrotypers.

WANTED—Combination electrotype molder and finisher; expert on nickel-steel process; capable of turning out all grades of work at minimum expense; union. BOX 678, Troy, N. Y.

Managers and Superintendents.

COMPOSING-ROOM FOREMAN—Man to handle output of 5 linotypes and 2 monotypes efficiently and economically, also to instruct green help; location—town of 15,000 in Central Western State; non-union. N 107.

Secretary.

PAID SECRETARY WANTED—Printers' organization in city of 120,000 population is looking for capable man; salary \$40 per week first year. N 261.

INSTRUCTION.

LINOTYPE INSTRUCTION—17 Mergenthalers; evenings; \$5 weekly; day course (special), 9 hours daily, 6 weeks, \$80; three months' course, \$150; 10 years of constant improvement; every possible advantage; no dummy keyboards, all actual linotype practice; keyboards free; call or write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133-135-137 East 16th st., New York city.

MISCELLANEOUS.

INFORMATION WANTED FROM MANUFACTURERS regarding machines suitable for the following purposes: For putting metal rims on tags, for stringing and wiring tags, for making small, flat bags for powders, for making clasps for closing small bags, for placing steel barb and string on tags; and all particulars regarding machines for tags, labels, jewelry tags, etc. THE AMERICAN TAG MANUFACTORY, Boulogne-sur-Mer (near Calais), France.

SITUATIONS WANTED.

All-Around Men.

PRACTICAL PRINTER EXECUTIVE of 24 years' experience is open for position; qualified for foremanship, superintendency or management; high-grade producer; good salesman; non-union; married; references; East preferred. N 238.

Bindery.

POSITION WANTED—A first-class all-around bookbinder with long experience as manager of small shops; familiar with paper stock, and estimating on all kinds of printing and bookbinding; references exchanged. N 260.

BINDERY FOREMAN, a finished mechanic in all departments of bindery, is open for position; A MAN OF EXCEPTIONAL ABILITY; 33 years of age; references the best. N 152.

SUPERINTENDENT OR FOREMAN, practical ruler, forwarder and finisher, successful manager of men; accurate in estimating and not addicted to the drink habit. N 220.

Composing-Room.

YOUNG MAN, age 24, desires a steady position with an old-established firm without layout man, doing good printing; able and steady, with very good experience on blank-books, general job composition and ads.; union. N 250.

WANTED—Foreman seeks change; 21 years old; fast and original compositor, job and ad.; executive ability; graduate I. T. U. Course; make good anywhere; no liquor or tobacco; references. N 258.

COMPOSING-ROOM FOREMAN—Twenty years' book, catalogue, job experience; 8 years last position; can get results; married; references. N 259.

SITUATION WANTED by a printer accustomed to handling high-class display; prefer Indiana or Illinois; temperate; married; union. N 149.

POSITION as foreman of daily newspaper composing-room; thorough printer, make-up, executive; go any place; young man. N 104.

Managers and Superintendents.

PRESSROOM FOREMAN of exceptional executive ability seeks a position with a medium-size, modern printing-plant or private concern doing a good grade of catalogue and color work; this man is a practical, A-1 mechanic far above the average, with an experience of 18 years on the above grade of work, and has the ability to produce quality and quantity in the minimum rate of time with methods of self-adoption; married; no bad habits; Middle West preferred. N 210.

SUPERINTENDENT, with practical experience in all branches of printing and binding, desires change; best of references as to character and integrity; would consider proposition of investment in business if mutually satisfactory; also experienced in newspapers; West or Middle West preferred. N 201.

Megill's Patent SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK

From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



WISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

SUPERINTENDENT OR DESK FOREMAN seeks change; 20 years' experience; thoroughly qualified to assume entire management; competent estimator and reader; high, dry location essential, owing to wife's health; no objection to small city or town; gilt-edge references. N 237.

SUPERINTENDENT desires position with progressive concern doing high-grade color and process work; **PRACTICAL MAN** in all departments; estimating and buying; experienced also in offset and lithograph work. N 254.

SUPERINTENDENT, now employed, but desires change; competent to assume full responsibility of mechanical end; first-class detail and utility man; married; clean habits and good record. N 253.

WANTED—Position as superintendent or foreman of composing-room by man with exceptional experience in the production of high-class work; good estimator; Middle West preferred. N 242.

PRESSROOM FOREMAN wishes position; 15 years' experience in handling best grades of catalogue work; good executive ability; good references. N 239.

Pressroom.

PRESSROOM FOREMAN (non-union), capable of producing high-grade half-tone, catalogue, color, booklet and commercial presswork; a thoroughly competent mechanic and executive in the fullest sense of the word; best references; would accept foremanship of a medium or large pressroom anywhere. N 192.

YOUNG PRESSMAN, experienced on cylinder and platen presswork; seeks place in union shop doing high-grade printing and colorwork; 9 years at trade in Western shops; would like to serve apprenticeship in Eastern shops for about a year. N 224.

SITUATION WANTED by man who is expert on fine half-tone and best grade of color-printing; thorough knowledge of one, two and three color presses; 15 years' experience; A-1 references; can take charge of shop. N 249.

CYLINDER AND JOB PRESSMAN wants steady position; Middle West preferred; 18 years on best grade of work; married; does not drink; best references; union. N 245.

COMPETENT PRINTING PRESSMAN desires position with a responsible firm; prefers to assume charge of a small plant; can furnish references. N 257.

PRESSMAN, competent, reliable, Duplex and cylinder, desires permanent position; married; union. N 255.

WANTED TO PURCHASE.

THE F. C. DAMM CO., 701 S. La Salle st., Chicago, pays cash for used linotype machines.

WANTED—Two New Era multicolor presses (Regina), either large or small. N 244.

WANTED—Secondhand chalk-plate outfit. **CARDINAL**, Madison, Wis.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write to-day for free samples and particulars. **CHAS. L. STILES**, 230 N. 3d st., Columbus, Ohio.

Brass-Type Founders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Bronzing Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

Calendar-Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes 109 sizes and styles of calendar-pads for 1917; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices.

Carbon Black.

CABOT, GODFREY L.—See advertisement.

Casemaking and Embossing.

SHEPARD, THE HENRY O. COMPANY, 632 Sherman st., Chicago. Write for estimates.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER—Electric-welded silver-gloss steel chases, guaranteed forever. See Typefounders.

KEYSTONE TYPE FOUNDRY—Paragon Steel riveted-brazed chases for all printing purposes. See Typefounders.

Copper and Zinc Prepared for Half-Tone and Zinc Etching.

THE AMERICAN STEEL & COPPER PLATE CO., 101-111 Fairmount av., Jersey City, N. J.; 116 Nassau st., New York city; 610 Federal st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

Counting Machines.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY—See Typefounders.

Cylinder Presses.

BARNHART BROTHERS & SPINDLER—See Typefounders.

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

Embossing Composition.

STEWART'S EMBOSSEING BOARD—Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. **THE INLAND PRINTER COMPANY**, Chicago.

Embossing Dies and Stamping Dies.

CHARLES WAGENFÖHR, Sr., 140 West Broadway, New York. Dies and stamps for printers, lithographers and binders.

Embossing Machines, Roller.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

Gold Stamping and Embossing.

DEUSS, WILLIAM, & CO., 314 W. Superior st., Chicago. Index tabs and leather labels our specialty.

Hot-Die Embossing.

GOLDING MFG. CO., Franklin, Mass. Our Hot Embosser facilitates embossing on any job press; prices, \$34 to \$77.

Job Printing-Presses.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

BARNHART BROTHERS & SPINDLER—See Typefounders.

KEYSTONE TYPE FOUNDRY—See Typefounders.

GOLDING MFG. CO., Franklin, Mass., Golding and Pearl.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty.

Numbering Machines.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY—See Typefounders.

Paper-Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. Cutters exclusively. The Oswego, and Brown & Carver and Ontario.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

BARNHART BROTHERS & SPINDLER—See Typefounders.

KEYSTONE TYPE FOUNDRY—See Typefounders.

GOLDING MFG. CO., Franklin, Mass., Golding and Pearl.

Paper-Macerating Machine and Card Local Ticket Machinery.

BLOMFELDT & RAPP CO., 108 N. Jefferson st., Chicago. Paper-macerating machine for destroying confidential papers, checks, and all kinds of stationery; paper can be used for packing.

Febbling Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa.

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; 426 Dearborn st., Chicago; factory, Long Island City, New York.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 133-135 Michigan st., Milwaukee, Wis.; 719-721 Fourth st., So. Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; 305-307 Mt. Vernon av., Columbus.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 131 Colvin st., Baltimore, Md.; 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

Allied Firm:

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

Printers' Steel Equipment.

KEYSTONE TYPE FOUNDRY, originators and manufacturers of steel equipment for complete printing-plants. See Typefounders.

Printers' Supplies.

MECCA MACHINERY CO., 85-87 Adams st., Brooklyn, N. Y. Steel rules and case racks for printers; special machinery for printers, etc.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER — See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Printing Machinery, Secondhand.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Punching Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Rebuilt Printing-Presses.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

GOLDING MFG. CO., Franklin, Mass. All makes. Big values.

Roughing Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and your type is not in danger of ruin by heat; also easy engraving method costing only \$3 with materials, by which engraved plates are cast in stereo metal from drawings on cardboard. ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special Matrix Boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHR, 240 E. 33d st., New York.

Stippling Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

Typecasting Machines.

Our \$18 700-pound Empire Metal Melter indispensable in every linotype office. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

UNIVERSAL TYPE-MAKING MACHINE CO., 432 Fourth av., New York; Transportation bldg., Chicago.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 1320 E. Franklin st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av.; N.-E.; Cincinnati, 646 Main st.; St. Louis, 23 S. 9th st.; Chicago, 210 W. Monroe st.; Detroit, 43 W. Congress st.; Kansas City, 602 Delaware st.; Minneapolis, 419 4th st.; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 92 Front st.; Spokane, 340 Sprague av.; Winnipeg, Can., 175 McDermot av.

KEYSTONE TYPE FOUNDRY, makers of printing type of quality, brass rule, printers' requisites and originators and manufacturers of steel equipment for printing-plants. Address our nearest house for printed matter — Philadelphia, 9th and Spruce sts.; New York, 38 Park pl.; Boston, 78 India st.; Chicago, 1108 South Wabash av.; Detroit, 43 Larned st., West; Kansas City, 10th and Wyandotte sts.; Atlanta, 24 South Forsythe st., and San Francisco, 638-640 Mission st.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

Wire-Stitchers.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Goods.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.



"Where
Electrotyping
Is a Fine Art"

THE SEAL OF GOOD ELECTROTYPES

that give the maximum
wear and require the
minimum make-ready.

Lead Mould Electro-
type Foundry, Inc.

504 West 24th St., New York

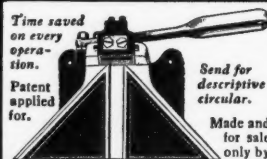
Fine Engraved Christmas Cards

Buy Direct from the Manufacturer

Write for Samples



HARRY W. KING, Greeting Card Manufacturer
312 CHERRY STREET, PHILADELPHIA, PA.



Time saved
on every
opera-
tion.
Patent
applied
for.

Send for
descriptive
circular.

Made and
for sale
only by

ALWAYS-SET STATIONARY-GUIDES MITERING MACHINE

Approved and adopted by many leading
printers throughout the country.

Shipped on
Receipt of Price **\$13.50**
F. J. BONN, 362 Pearl St., New York

Quality-Service
DESIGNS - PHOTO-ENGRAVINGS
in ONE or MORE COLORS
for CATALOGUES, ADVERTISEMENTS or any other purpose.
GATCHEL & MANNING
SIXTH and CHESTNUT STREETS
PHILADELPHIA

LINO LOGOTYPES



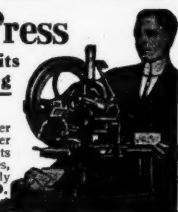
In addition to Matrix Slides for casting imprints and special type lines on linotypes we make Logotype Matrices of any cut or design to assemble and cast on same slug with regular matrices. Any size from 6 to 36 points, any length up to 30 ems. Send for circulars and prices. IMPRINT MATRIX COMPANY, Charlotte, N. C.

The Automatic Card Press

has demonstrated to many purchasers its
profitable operation on card printing

DON'T Lose Money. DON'T

tie up large presses on small work. Install our hand or power Automatic Self-Feeding Card Printing Press. It prints 100 per minute, 6,000 per hour, perfect register for color work. Prints cards in sizes 1/2 x 3/4 inches up to and including 1 1/2 x 5/8 inches, and from 2-ply up. Let us send you our free booklet No. 4 Supply houses, get our trade discounts. S. B. FEUERSTEIN & CO., Patentees & Mfrs., 542 W. Jackson Blvd., Chicago



Please Mention THE INLAND PRINTER When Writing to Advertisers.

When Mr. Vandercook took a

single 8-point letter and set it on end on the bed of this press and pulled a perfect impression on a small scrap of paper, and then on the same press, under the same conditions, got the same results from a full-page newspaper form, it proved that the press would cover every possible requirement; at least it did to the entire satisfaction of Judd & Detweiler of Washington, D. C., printers of the *National Geographic Magazine*.

AN INCH OF DEMONSTRATION IS WORTH A YARD OF EXPLANATION

IT is on this basis that Vandercook Proof Presses are sold and on this basis they *stay* sold.

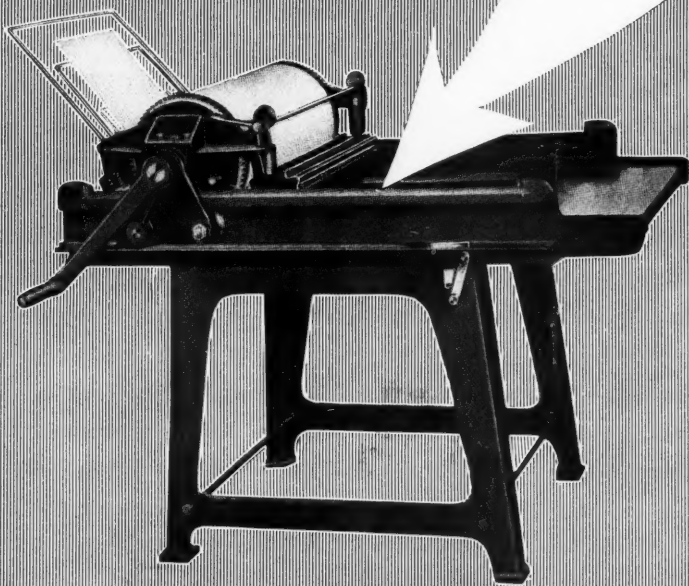
We will install a Vandercook Proof Press in your plant and show your boy its *simplicity* of operation.

You can use it for thirty (30) days on your own work, under any conditions that may be peculiar to your own plant, and if you find that it does not do your work better, quicker and with less effort than any other press on the market, you are under no obligations to buy it.

All we ask is a fair trial.

The Vandercook Press

559-565 W. Lake St.
Chicago



The Moderate Price of the "Tatum" Round Cornering Machine Leaves No Excuse for Your Being Without It.

Add a "TATUM" Round Cornering Machine to your bindery equipment and you will have a big advantage over your competitors. You can cut down the cost of production and at the same time improve the product.



The Price is
Insignificant
**\$25.00
ONLY**

57 YEARS OF KNOWING HOW

This worthy addition to "The Line of True Merit" is a combination of maximum efficiency and minimum cost. The machine is self-contained, fitted with adjustable gauges and an automatic clamp, leaving both hands free to handle the stock. You have a choice of three styles of blades, as shown by corners A, B, C, of panel.

The Sam'l C. Tatum Co.

Main Office and Factory: Cincinnati, Ohio U. S. A.
New York Office: 54-60 Lafayette Street



Makers of the "True Line of Merit"

Brown's Linen Ledger Paper

Past Secure— Future Assured

YOU want your business records to last. Past records have all the bearing in the world on your future business.

They won't last if written on cheap ledger paper. Poor ledger paper grows yellow and illegible with age.

Your records will last, if your record books and ledgers are made of Brown's Linen Ledger Paper—last everlastingly. Brown's never deteriorates from age, usage or exposure. It's made of pure white rags without the use of strong bleaching chemicals. Its writing and erasing qualities are perfect and an aid to neat work.

It pays to use Brown's Linen Ledger Paper. Most makers of ledgers and record books use it.

Look for the Watermark. Write for Sample Books

L. L. BROWN PAPER CO.

Est. 1850

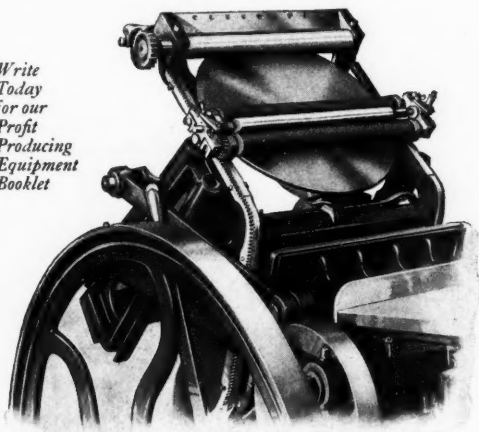
Adams, Mass.



The Doyle-Allen Ink Distributor

Increases the capacity of job presses for larger work and improves the quality of all work

Write
Today
for our
Profit
Producing
Equipment
Booklet



THE DOYLE-ALLEN *Ink Distributor* is the only Vibrating Distributor for Job Presses on which the metal vibrating roller is *positively* driven by gears in combination with a rack at the side of the press.

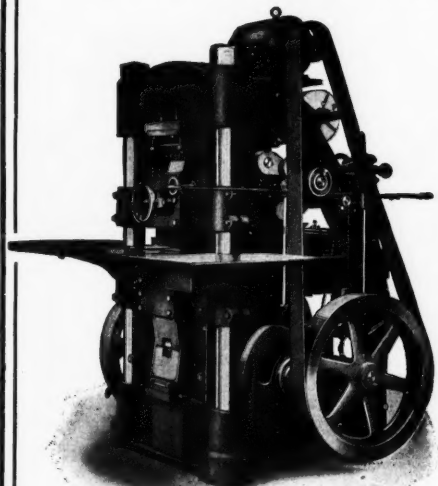
It has been fully tested and the experience of practical printers, who are now using it, proves that it not only saves time, ink, machinery and money, but also produces cleaner and better results on all work.

The fact that there are some seven hundred DOYLE-ALLEN *Ink Distributors* in operation in approximately five hundred plants, shows that a large percentage of our business has been repeat orders, and that there is real merit in this money-making and time-saving device. Have your job presses equipped with DOYLE-ALLEN *Ink Distributors* if you want them to produce better and more profitable work.

For Sale by All Leading Supply Houses

BRITTON & DOYLE
Press Room Efficiency Appliances
202 CANTON BUILDING CLEVELAND

The Carver Automatic Die and Plate Presses



being constructed of the best grade of material and under the most careful mechanical supervision, are able to produce the largest quantity of the highest grade work in a given time.

They have the largest sheet feeding capacity. The cloth wipe for steel and copper plate work is used on CARVER PRESSES only.

C. R. Carver Company

CANADIAN AGENTS:

MILLER & RICHARD, Toronto and Winnipeg

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

EXPORT AGENT, EXCEPT CANADA:

PARSONS TRADING CO., Sydney, Mexico City and New York

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.



Kill the Dead Season!

Every printer has in the course of the year a dead season. A time of yawning presses.

Why?

Because every business, except newspapers and magazines, has a season when it does not demand printing.

The remedy?

Secure a customer who wants printing when others do not. Such business exists—obviously—all business does not demand printing at the same time.

In fact, the business for the dead season is easily findable. Getting it as a customer is more difficult.

The way.

Offer that business something it needs, offer it in an already prepared form. Offer that business something in the type and paper line that directly and obviously applies entirely to that particular line of business.

What?

We have prepared for your use thirty portfolios, each giving

in detail solutions of particular business needs. Every business requirement in type and paper is solved in some one of these portfolios. It is clearly solved. It is solved so that the eye can see the colors and the hand can feel the quality of the paper to be used. The type is there—no need of an inadequate pencil layout.

Each portfolio is founded on experience in the line of business it is designed to fit. Each portfolio is an excellent exhibit, an order-pulling suggestion to open up before the customer.

In each portfolio are samples of Hammermill Bond in all standard weights, twelve colors and white, and three finishes—Bond, Linen and Ripple.

Whether it be letterheads or standardized different colored office forms that are needed, some one of these portfolios comes right to the point with tangible evidence.

From these portfolios it can be pointed out to any desired customer that the use of Hammermill Bond will be a real economy.

If any printer will but write on his business stationery for these portfolios, he can obtain any set he desires.

HAMMERMILL BOND

"THE UTILITY BUSINESS PAPER"

Hammermill Paper Company
Erie, Pennsylvania

PRINTING AND LITHOGRAPHIC

INKS

VARNISHES, DRYERS, ETC.

SINCLAIR & VALENTINE CO.

Main Office and Factory: 603-611 West 129th Street, New York City

BRANCHES

BOSTON

CLEVELAND
BALTIMORE

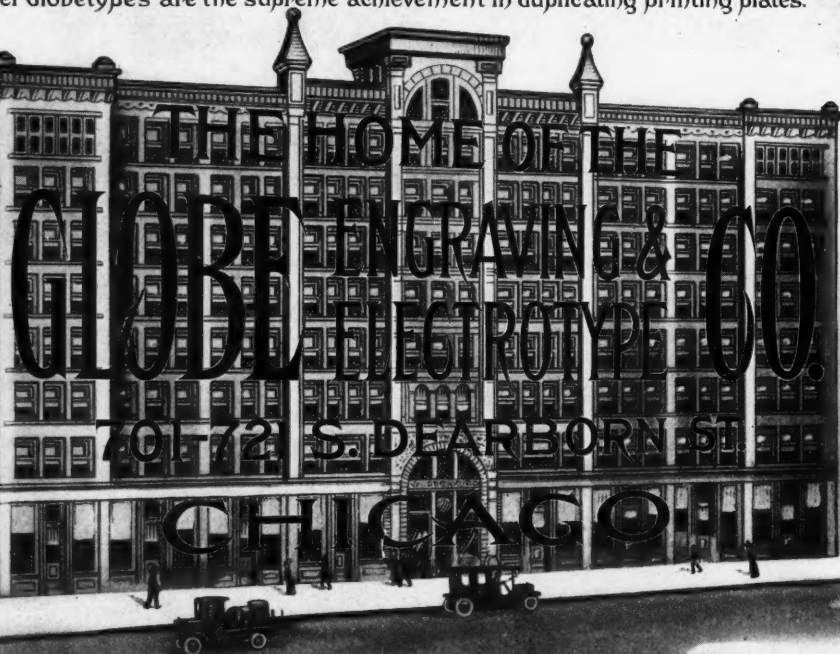
PHILADELPHIA
WINNIPEG

CHICAGO
TORONTO

ST. LOUIS


"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGN
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPE



Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of The Inland Printer since October, 1912. Note that the printing quality does not show perceptible deterioration.



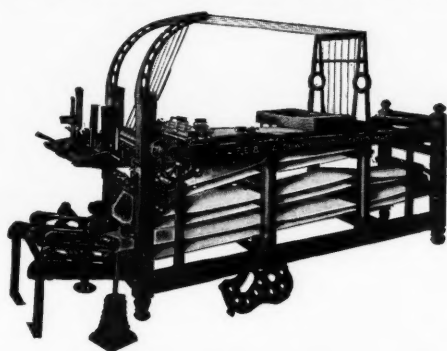
If they are better, you want them.

THE L. & I. J. WHITE CO.

They are better; we can prove it. Ask for prices.

33 Columbia St., Buffalo, N. Y.

This Wonderful Automatic CARD MACHINE



The minute you watch its action, speed, quantity and quality of output—it sells itself without argument.

This machine is for ruling index cards—both Striking and Feint-Lining. Unlimited speed. Think of it—40,000 cards per hour—automatic feed, perfect work.

This machine is made for other work around the bindery.

Best get detailed particulars, prices, etc., before you buy any other.

F. E. AND B. A. DEWEY
SPRINGFIELD, MASS.

MASHEK PATENT FORM TRUCK ALL IRON AND STEEL



Specially designed to handle difficult forms where the danger of pieing is always imminent.

This device has been thoroughly tested the past six years. Our repeat orders are large.

***You Need These Trucks to
Insure Your Profits***

Rigidly constructed of iron and steel and makes a good portable imposing table. Suitable for both large and small printers.

Write for sizes and prices.

Mashek Manufacturing Co.

Sole Manufacturers

1616 W. Lake Street, Chicago, Ill.

Sold by
all Reliable
Dealers.

LATEST

Balance Feature

Platen Dwell

Clutch Drive

Motor Attachment

(Unexcelled)

“PROUTY”

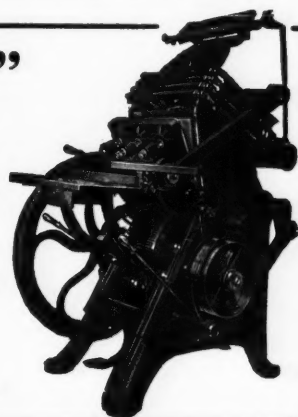
Obtainable Through Any Reliable Dealer

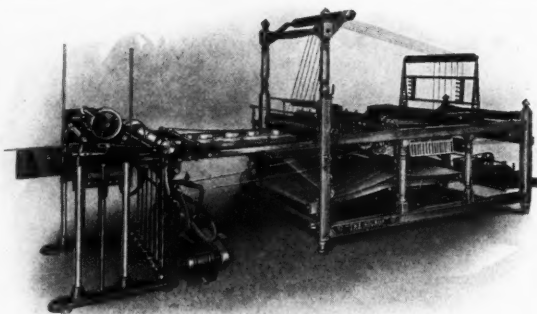
Manufactured only by

**Boston Printing Press
& Machinery Co.**

Office and Factory

EAST BRIDGEWATER, MASSACHUSETTS





HICKOK Automatic Paper Feeder

This feeder is meeting with wonderful success and a large number are in daily use. They are great money and time savers.

Write us for prices and information

THE W. O. HICKOK MFG. CO.

HARRISBURG, PA., U. S. A.

Paper Ruling Machines, Ruling Pens and Bookbinders' Machinery.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of (insert title of publication) **THE INLAND PRINTER**, published (state frequency of issue) monthly at (name of postoffice and State) Chicago, Illinois, for (state whether for April 1 or October 1) October 1, 1916.
State of Illinois, } ss.
County of Cook.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared **A. H. McQuilkin**, who, having been duly sworn according to law, deposes and says that he is the (state whether editor, publisher, business manager or owner) editor of (insert title of publication) **THE INLAND PRINTER**, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Name of	Postoffice Address.
Publisher — The Inland Printer Company.....	Chicago, Illinois.
Editor — A. H. McQuilkin.....	La Grange, Illinois.
Managing Editor — A. H. McQuilkin.....	La Grange, Illinois.
Business Manager — H. S. Browne.....	Evanston, Illinois.
(If there are none, so state.)	

2. That the owners are (give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock):

Estate of Henry O. Shepard, Deceased, for the benefit of Mrs. Jennie O. Shepard, 685 S. Ashland ave., Chicago; Mrs. Clara J. Shepard, 635 S. Ashland ave., Chicago.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are (if there are none, so state):

There are no bonds or mortgages outstanding.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is..... (This information is required from daily publications only.)

(Signed) **A. H. McQUILKIN**, Editor.

(Signature of editor, publisher, business manager or owner.)

Sworn to and subscribed before me this 18th day of September, 1916.
[SEAL.] (Signed) **HARRY H. FLINN**,
Form 3526 — Ed. 1916. (My commission expires March 31, 1920.)

NOTE.—This statement must be made in duplicate and both copies delivered by the publisher to the postmaster, who shall send one copy to the Third Assistant Postmaster-General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice. The publisher must publish a copy of this statement in the second issue printed next after its filing.

Versatile ADSTYLES and their Uses

Are shown in the 28-page "Adstyle Family" Magazine just issued by us. There are nine members of the Family. Each face has its own particular field of individual use or serves helpfully and harmoniously in connection with the family. If you have not a copy of the Adstyle Family booklet we will be pleased to forward same upon request

Something New from the Foundry of

Types that Talk

New Black and White, Tint Dot and Tint Tone Brass Rules and New Borders and Ezefit Corners also shown in the booklet

BARNHART BROTHERS & SPINDLER
CHICAGO WASHINGTON DALLAS SAINT LOUIS KANSAS CITY OMAHA SAINT PAUL SEATTLE
SET IN ADSTYLE FACES

Complete with \$80 Motor

The OSCO ROUTING MACHINE

NO. 3 Pattern.

Routes wood and metal. Planes type high. Works on power or lamp circuit.

The OSCO Machine Co., 185 Franklin St., Boston.

Established January, 1894.



Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, \$2 per annum.

The Office of THE PROCESS MONTHLY
14 Farrington Avenue London, E. C.

AMERICAN AGENTS:
SPON & CHAMBERLAIN, 123 Liberty St., New York

PROCESS WORK —and Electrotyping

The Journal for all up-to-date Process Workers

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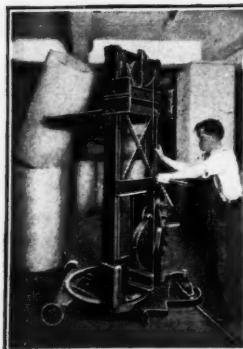
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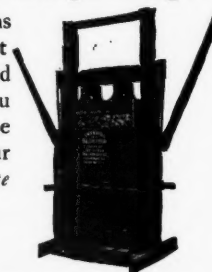
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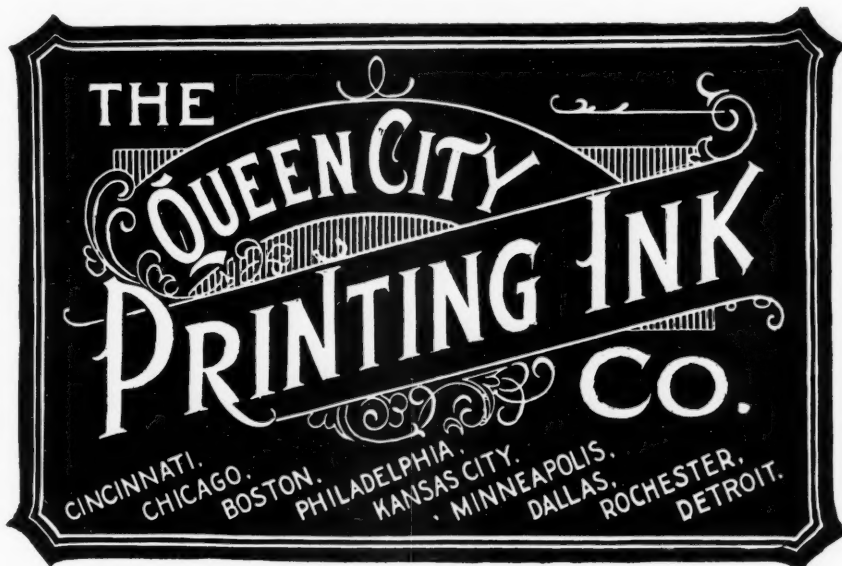
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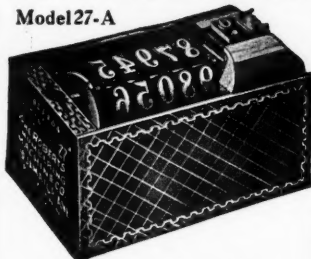
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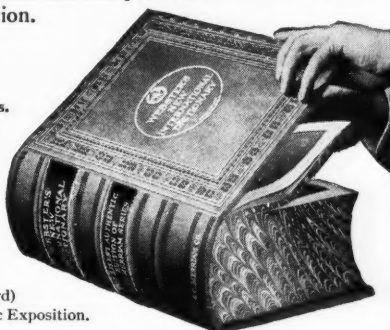
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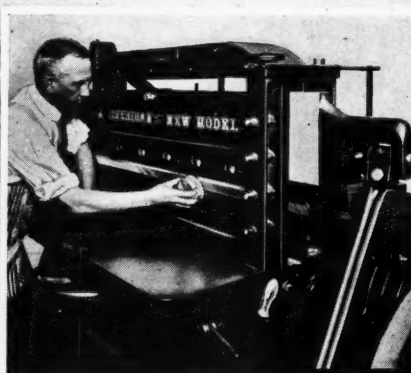
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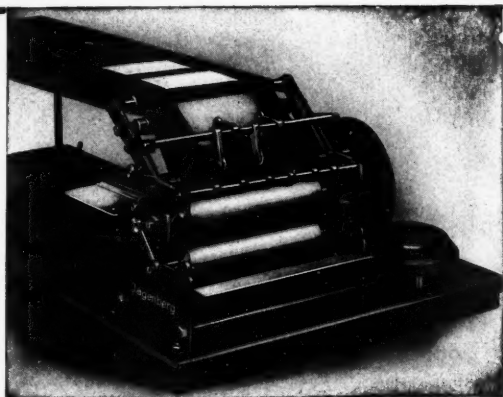
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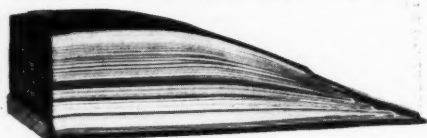
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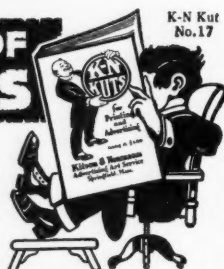
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Appearance of Our Neat
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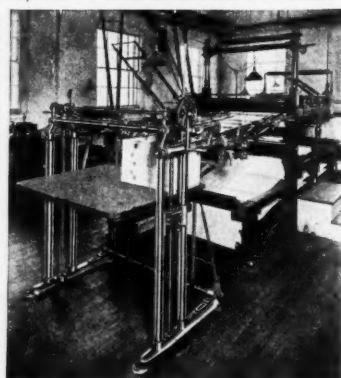
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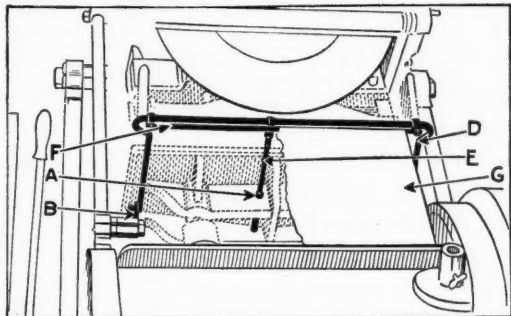
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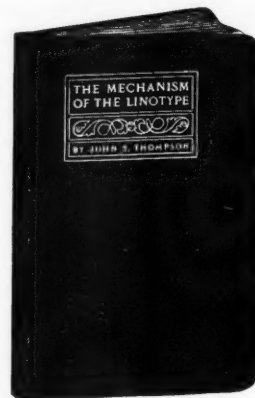
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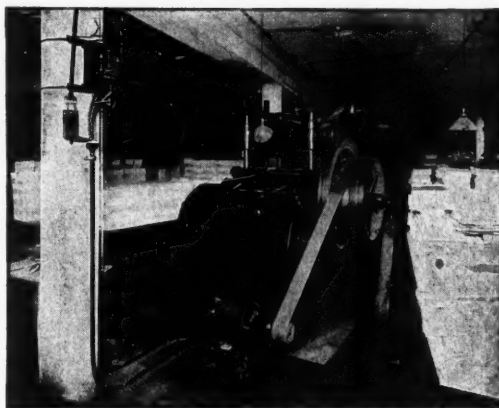
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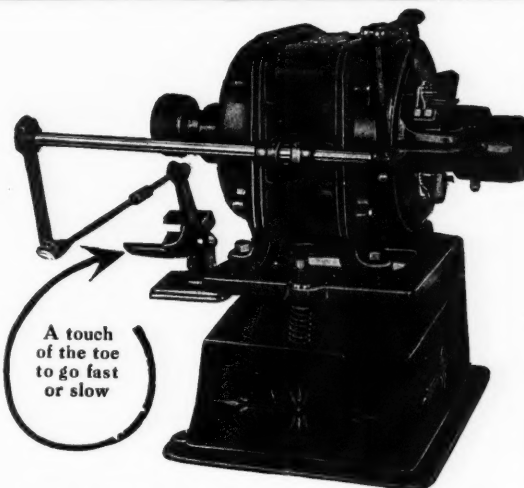
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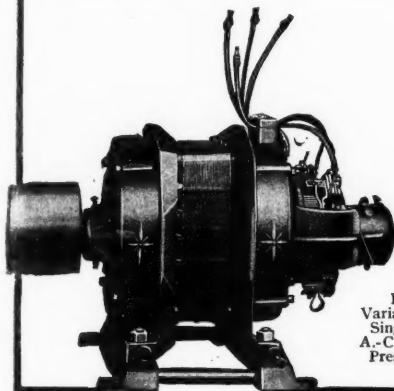
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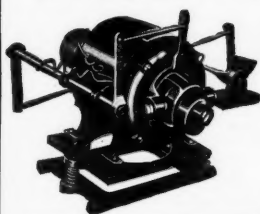
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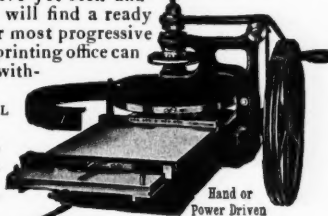
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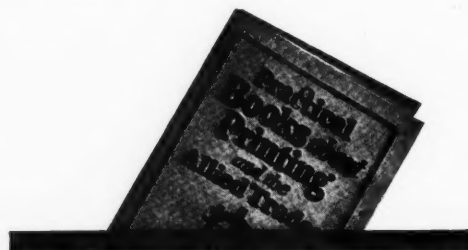
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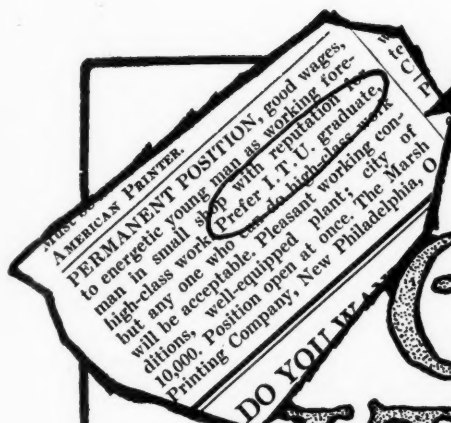
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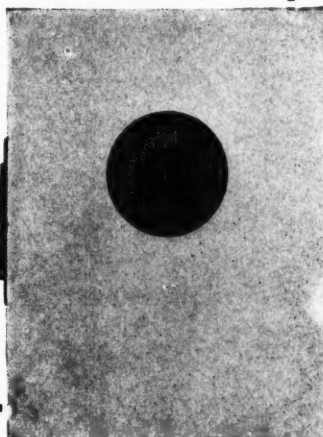
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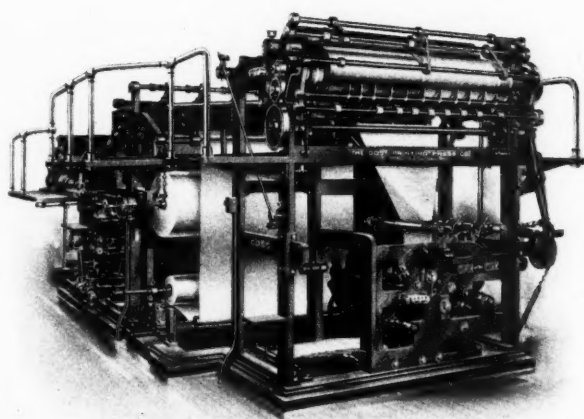
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